

Cancun, Mexico, 2019

Strategic planning and fundraising

Workshop

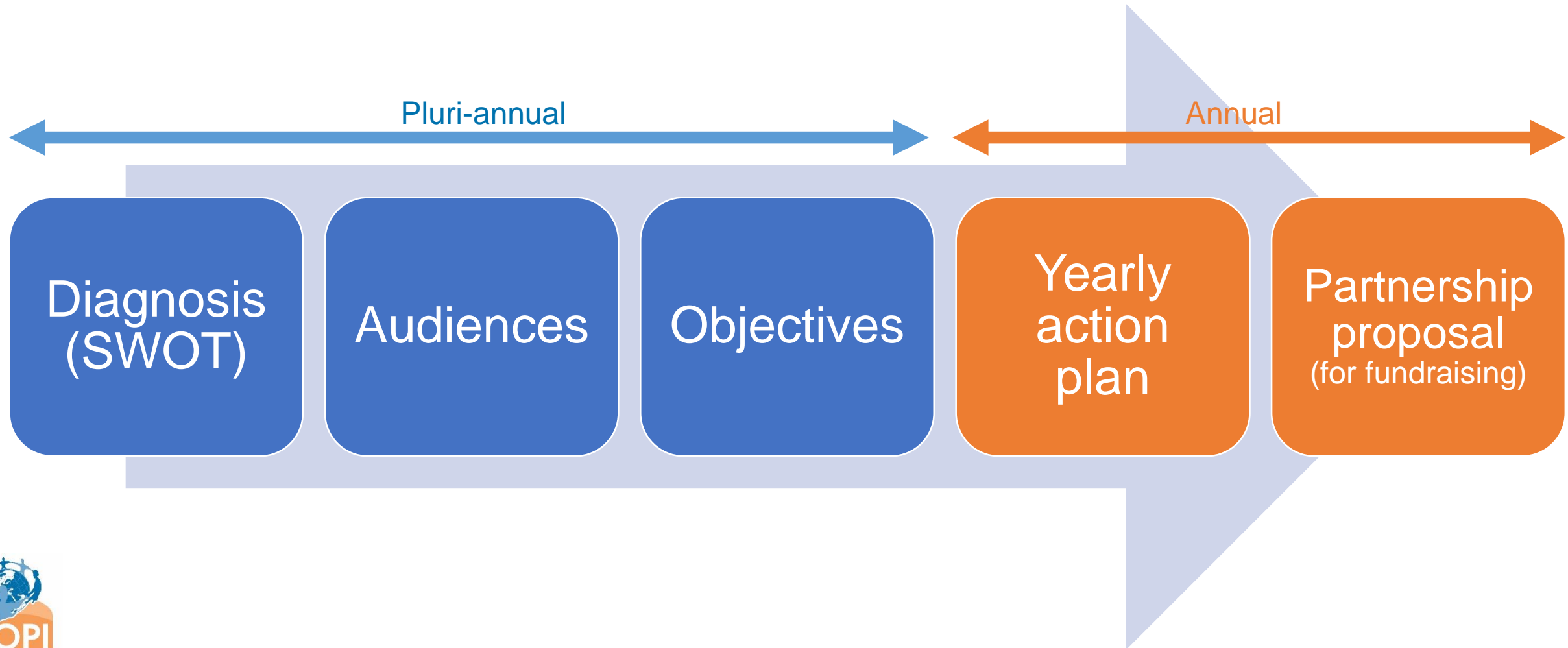
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IPOPI President



Strategic planning

- WHY ?
 - To define a consistent long term journey and get results out of it
 - To be able to establish consistent yearly action plans
 - To be able to raise interest of partner and fundraise
 - To show you are professional and raise confidence

Methodology: the steps



SWOT



Strengths

Internal factors

To be exploited,
developed and valued

Weaknesses

To be taken into
account and tackled
as much as possible

Opportunities

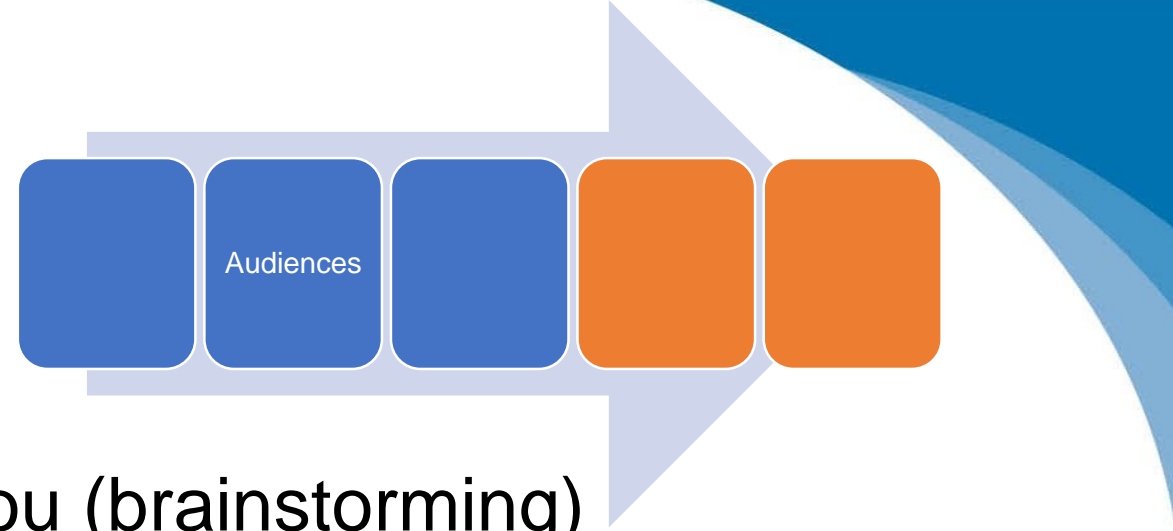
External factors

To be exploited
if appropriate

Threats

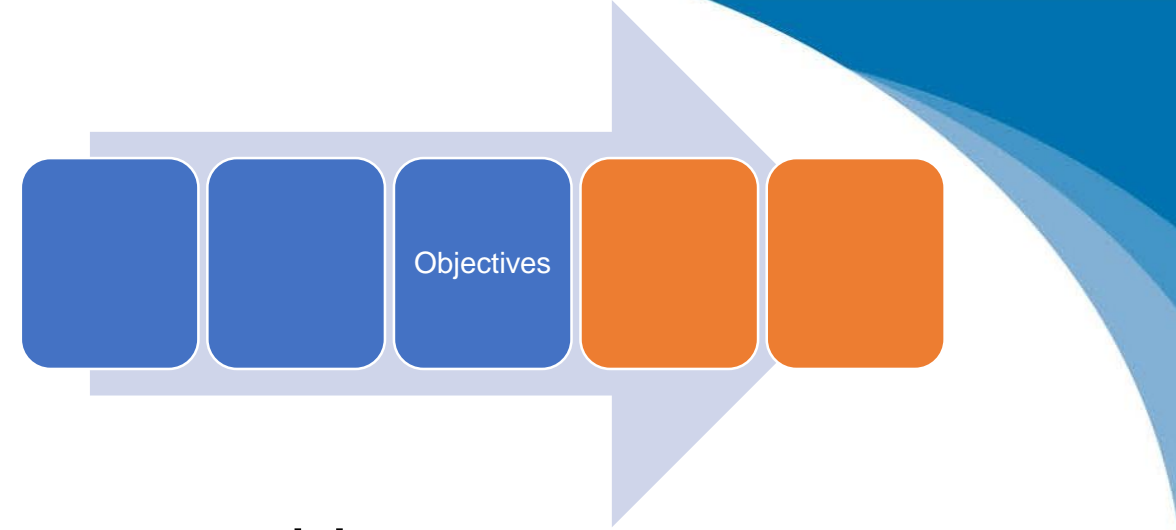
To be taken into
account and tackled
as much as possible

Audiences

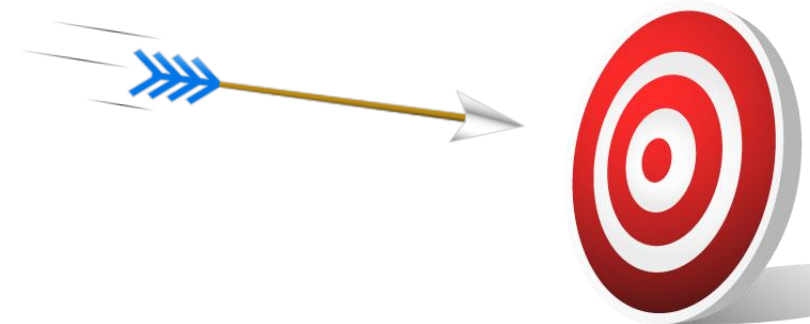


- List the audiences that matter to you (brainstorming)
- Prioritize, you will not be able to address all of them, so which are your priorities?
 - High priority
 - Middle
 - Low

Objectives

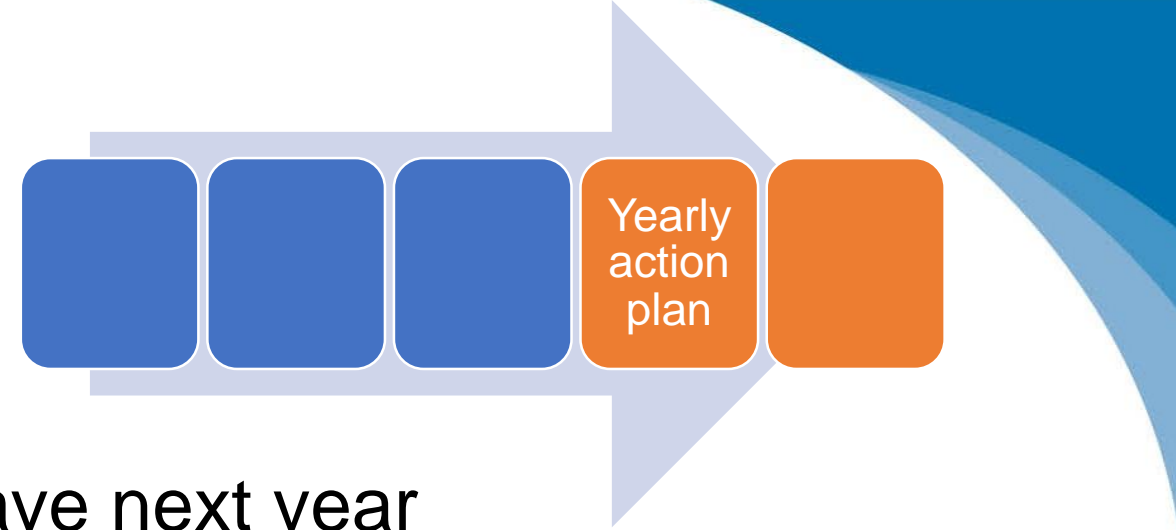


- The objectives describe which long term achievement you want to get out of your work



- Not too many!

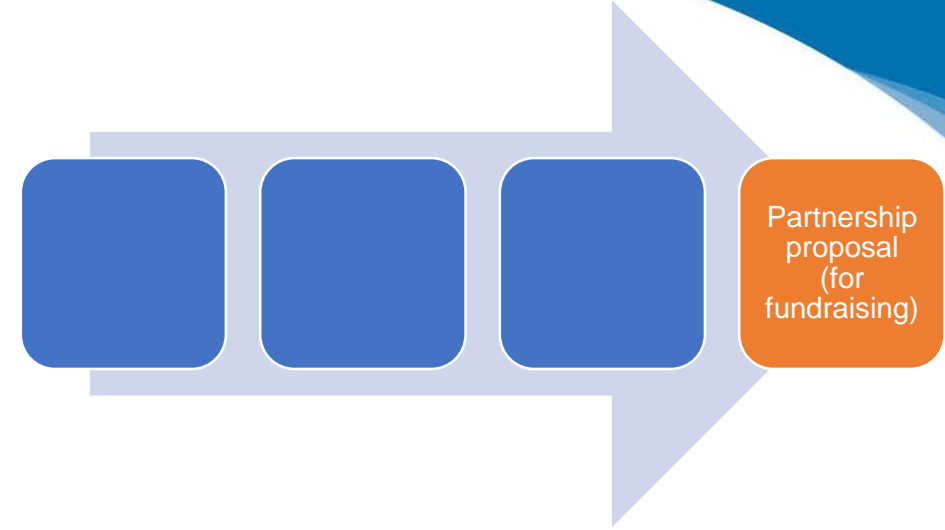
My action plan



- Define the actions you intend to have next year
 - They are linked to your objectives

Tip: DON'T Use a One-Size-Fits-All Approach

My Partnership proposal



- Define each action so a potential partner would be willing to cooperate

Tip: DON'T Use a One-Size-Fits-All Approach

Action sheet

Family day	
Strategic objective	Support the patients and their family
Presentation of the project...	<ul style="list-style-type: none"> • One-day meeting
Objectif of the project	<ul style="list-style-type: none"> • To educate patients and parents about their conditions • To allow them to share, learn from each other and network
Audiences	Patients and families
Date and steps	
Expected results	
Budget	
	€
	€
	TOTAL BUDGET €
Benefit for the sponsor	Conditions (if any)

Tip: Adapt it so it suits your way of working

Your fundraising strategy

- Define all the way to get resources from different partners
 - List the potential partners
 - For each partner, be aware of their own interest so to set a win-win situation
 - Define how you will be rewarding your partner
 - Empower your trustee in fund raising
 - Think of the different way to get resources
 - Money of course, but what else?

Your fundraising strategy

- Implement your action plan
 - Have regular meeting with your partners
 - Share information together : how you are, how they are
 - Report your action to them, acknowledge their contribution

What is expected from you now

- We split into 2 groups
- Each group works on the strategic plan of one of its members, the other members of the groups are strategic consultants
- Each group should produce a paperboard sheet to summarize its works
- Each group will present its work to the other members.

Merci !
Thank you!



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