



A Financing Plan Fully Funds Your Mission

Many nonprofits operate without a comprehensive plan for bringing enough money in the door to meet the goals of their strategic plan. Board and staff are worn out with endless fundraising events that don't net much money, direct mail campaigns that don't meet their goals, and countless grant proposals that don't seem to go anywhere. The end result is an exhausted staff, board and donor base.

CASE STUDIES

To learn more about what a financing plan does for Social Velocity clients, read the [Literacy Coalition](#) and [UT Elementary Charter School](#) case studies.

A financing plan, unlike a traditional fundraising plan, is an integrated, thoughtful, and strategic way to help your nonprofit raise enough money to achieve your programmatic and organizational goals. When you finance (instead of fundraise for) your nonprofit you are developing a long-term strategy for bringing enough money in the door to achieve your mission.

Financing means that instead of asking the question:

"How much can we accomplish with what we can raise?"

you start asking the question:

"How much should we raise to accomplish our goals?"

A financing plan is much more effective than a fundraising plan in a number of ways.

TO LEARN MORE

To find out more about Social Velocity's Financing Plan Consulting, or to schedule a free consultation, call (512) 694-7235 or email info@socialvelocity.net



Unlike a fundraising plan, a financing plan:

Raises ALL the money required to achieve your strategic plan

Includes ALL activities that bring money in the door

Supports your short AND long term goals

Funds your programs AND infrastructure

Aligns with your core competencies and mission

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A financing plan galvanizes board and staff to bring enough of the right kinds of money in the door to make your nonprofit's goals a reality. It creates a sustainable financial model for your nonprofit so that you can survive and thrive.

Instead of rolling the dice and hoping for the best, a financing plan puts your nonprofit's financial destiny squarely in your control.

The Process for Creating a Financing Plan

Here are the 6 steps Nell takes your nonprofit through to create your financing plan:

1. Develop a Budget for Your Strategic Plan

The most important first step in creating a financing plan is to connect money to the work of your strategic plan. Nell helps you go through your strategic plan to determine how much it will cost to make it a reality. She then projects those expenses over the time frame of the strategic plan.

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2. Analyze Opportunities for Revenue Growth

Then Nell takes a hard look at all revenue flowing to your organization (individual, foundation, corporate, government, earned income) and determines where opportunities to grow existing revenue, and/or launch new revenue streams lie.

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3. Create Revenue Goals

Once armed with the knowledge of how revenue can grow, Nell helps you create revenue goals--the day-to-day money you need to meet the expenses of your strategic plan.

4. Determine Necessary Capital

Beyond the day-to-day revenue you may need some capital to execute on your strategic plan. Capital is the one-time organization-building money to fund special or infrastructure-related purchases within your strategic plan. It might be money for a program evaluation, or a new data-gathering system, or a new database. Nell will help you determine if capital is right for your plan.

5. Strengthen Financing Infrastructure

Nell helps you determine what improvements you need to make to your financing infrastructure, such as: new use of marketing tools, more effective staffing structures, clearer responsibilities of your board fundraising committee, new systems for tracking donors.

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6. Create an Operational Plan

Nell helps you create the activities, deliverables, people responsible, and due dates necessary to execute on your financing plan and a system for tracking and revising the plan going forward. This ensures that your financing plan doesn't just sit on a shelf, but actually comes to fruition.

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*Nell Edgington
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ABOUT SOCIAL VELOCITY

Social Velocity is a management consulting firm that helps nonprofits grow their programs, bring more money in the door, and use resources more effectively. The nonprofits Nell leaves behind are more strategic, sustainable, effective and above all, create more social change.