

Sample Planning Matrix for Program Fundraising

| | In Use | Possibility | | |
|---|--------|-------------|---|---|
| | | ↑ | = | ↓ |
| SCHOOL / DISTRICT FUNDS | | | | |
| School Budget | | | | |
| Food and Nutrition Services Budget | | | | |
| PTA/PTO | | | | |
| Tuition/Fees | | | | |
| <i>Other:</i> | | | | |
| | | | | |
| SUPPORT FROM INDIVIDUALS | | | | |
| Direct Mail | | | | |
| Memberships | | | | |
| Events / House Parties | | | | |
| Annual Gifts | | | | |
| Multi-year pledges | | | | |
| Crowd-funding online | | | | |
| Volunteering | | | | |
| In-kind donations | | | | |
| <i>Other:</i> | | | | |
| | | | | |
| FOUNDATIONS | | | | |
| Regional Foundations | | | | |
| Family/Community Foundations | | | | |
| Large/national Foundations | | | | |
| Corporate-based foundations | | | | |
| <i>Other:</i> | | | | |
| | | | | |
| LOCAL BUSINESSES / CORPORATE SUPPORT | | | | |
| Sponsorships | | | | |
| Restaurants / Retail | | | | |
| In-kind donations | | | | |
| Matching donations | | | | |
| <i>Other:</i> | | | | |
| | | | | |
| GOVERNMENT | | | | |
| Federal Grants / Contracts | | | | |
| State Grants / Contracts | | | | |
| Local Grants / Contracts | | | | |
| Taxes | | | | |
| Bonds | | | | |
| <i>Other:</i> | | | | |
| | | | | |
| EARNED REVENUE | | | | |
| Product Sales | | | | |
| Consulting | | | | |
| Fees for services | | | | |
| <i>Other:</i> | | | | |