Campaign Planning & Management

Good Fundraising
from vision to reality

Campaign Planning & Management

Good Fundraising has extensive experience planning and delivering fundraising campaigns that help organisations raise the income they need to achieve real impact. Our campaigns have supported community projects, conservation and repair of artworks, and initiatives that improve the lives of local children and young people.

Bespoke Campaigns, Built Around Your Audience

Every campaign we deliver is bespoke — shaped around your organisation's goals, capacity and audiences. We work with both individual and corporate donors to maximise reach and impact, tailoring messaging and approaches to ensure campaigns resonate and inspire support.

We have experience working with a range of fundraising platforms, including crowdfunding and JustGiving, alongside offline and relationship-based approaches.

End-to-End Campaign Support

Good Fundraising supports organisations to plan and manage complex fundraising campaigns, ensuring activity is coordinated, focused and effective. Our support can include:

- Designing campaign structures and phases
- Developing realistic timelines and targets
- Crafting clear, compelling messaging
- Coordinating activity across audiences and channels
- Monitoring progress and evaluating impact

We support campaigns from early planning through to delivery and completion, helping teams stay focused and confident throughout.

Proven Campaign Success

Our most recent campaign raised over £40,000 to return Worsbrough Mill to full working order — demonstrating the impact of well-planned, well-managed fundraising activity.

Why Good Fundraising?

✅ Strategic, organised campaign management
✅ Experience across community, heritage and cultural projects
✅ Bespoke support tailored to your needs and capacity

Let's Talk

To find out how our campaign planning and management support can help your organisation succeed, please get in touch.

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