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Fundraising Strategy and Plan: Ashadeep Association in Mumbai, India

Vylasini Seetharaman

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The purpose of this study is to show how digital media platforms and grants can prove to be an influential part in a nonprofit organization's fundraising efforts. In this study, these various elements were explored and implemented with Ashadeep Association. The use of content, graphics, statistics, understanding the mindset of donor, and their preferences all can have a large impact on the kind of charity to which donors are more open to contributing. Charities need to know their target audience before creating a fundraising strategy. While some people might be more inclined to donate to a dog's charity, others could be more interested in helping children, homeless people, or for preserving the nature. Other non-profit or charitable organizations can use the results of this study to learn and adapt their fundraising strategies to bring in more donors and volunteers.

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