HOW IT MAKES £

Exploring the commercial viability of your idea

IDEA NAME

1 INCOME

How will you hit your total income target?

INCOME MECHANICS what are the different ways you will generate income from each participant

TIP Use our business model and fundraising mechanic cards

GIFT AID which ones can be Gift aided?

(1A) BALLPARK FIGURES

Entry fee =

To calculate sponsorship / fundraising:
What % do you expect to raise sponsorship / fundraise =

Average sponsorship / fundraising amount (icl. Giftaid) =

Average sponsorship / fundraising income per participant =

Merchandise =

Other =

(1A) Total =

(1B) TOTAL INCOME TARGET =

(1C) NUMBER OF PARTICIPANTS (1B ÷ 1A) =

2 EXPENDITURE

Start thinking about what your major costs will be

ACQUISITION COSTS think about what channels you'll use to recruit - which ones are owned by you and therefore free, and which ones are paid for?

(2A) Total Participants (1C) =

(2B) No. of people you can acquire through free channels =

(2C) How many do you need to get through paid channels (2B - 2A) =

(2D) Estimated cost per acquisition = £

(2E) Marketing budget needed (2D x 2C) = £

OTHER COSTS what are your fixed costs, and what costs per participant will you incur?

Fixed costs =

Costs Per participant (non-marketing costs i.e. fundraising pack)

(2F) Total Fixed Costs =

(2G) Cost per participant =

(2H) Total cost per participant (2H x 2A) =

TOTAL COSTS (2E + 2H) =

GOOD