

# Strategic Fundraising Roadmap for Small Nonprofits

**S**STOP &  
AUDIT

The Pause

**O**ORGANIZE  
VISION

The Goal

**U**UNCOVER  
ASSETS

The Tools

**N**NARROW  
FOCUS

The Strategy

**D**DEPLOY  
CALENDAR

The Action

Executing the S.O.U.N.D. method starts with Step S, Stop & Audit. It's the foundation everything else builds on. Before strategy, campaigns, and goals. Here's how CanadaHelps makes it simple.

## Donor Retention Rate

What percentage of last year's donors gave again? This tells us whether you're building or just churning through names. The industry average: 40-45%.

[Calculate retention rate](#)

## Total Raised vs. Goal

Where are you right now? How much did you raise last year? The year before? This gap becomes the foundation of your revenue projections.

[View total raised](#)

# Strategic Fundraising Roadmap for Small Nonprofits

**S**STOP &  
AUDIT

The Pause

**O**ORGANIZE  
VISION

The Goal

**U**UNCOVER  
ASSETS

The Tools

**N**NARROW  
FOCUS

The Strategy

**D**DEPLOY  
CALENDAR

The Action

Many of you will already be using CanadaHelps tools and you can supercharge things by adding on CanadaHelps Ensemble. Learn more about the automations they have built in and how they can support your fundraising without adding more work.

## Fundraising Tools

- Automatic thank-yous that can be customized
- Automatic CRA compliant tax-receipts
- Dedicated, bilingual support team for charities and donors

[Our Fundraising Tools](#)

## CanadaHelps Ensemble

Our newest addition to CanadaHelps tools. An all-in-one platform so you can work faster, reduce risk, and give time back to your team to focus on your mission

[Learn more](#)