

KEY ELEMENTS OF A FUNDRAISING PLAN

I. Mission Statement

Save this beautiful part of the world!

II. Program Goals

- A. Purchase and restore land adjacent to the Reserve.
- B. Build Visitor Center.
- C. Provide ecotourism training for local fishermen.
- D. Create a conservation plan for all ten priority sites.

III. Analysis of the fundraising environment and your target markets

- A. Who are your donors now? Where do they live?
- B. Who are your potential donors? New communities? New foundations? New business sectors?
- C. What is your “competition” for fundraising? (e.g., new local hospital raising money)
- D. Market attitudes about your mission (conservation) and your organization specifically.

IV. Fundraising Goals

- A. Total funds needed
 - 1. *Raise \$100,000 by December 31, 2004*
- B. Benchmarks to measure progress through the year
 - 2. *Raise \$35,000 by April 30, 2005*
 - 3. *Raise \$75,000 by September 1, 2005*

V. Development strategies and activities (From whom, how, and who will do what?)

- A. Major donors
 - 1. *Solicit X major donors (individuals, foundations, corporations) for \$X.*
 - 2. *Send special mailing from Executive Director twice/year to all donors of \$X or more.*

3. *Each board member to introduce two donor prospects to organization this year.*
4. *Create “Director’s Circle” recognition club for donors giving \$1,000 or more.*
5. *Write proposal to raise funds for the Really Scientific Research Project.*
6. *Meet or phone call all donors of \$X or more – get to know them and determine if there is potential for a larger gift.*

B. Appeals/mass solicitations

1. *Send a letter asking for an extra gift to all our members in June.*

C. Membership

1. *Increase membership by 25%.*
2. *Raise \$X from membership renewals and new members.*
3. *Set up a member renewal system.*
4. *Ask all members to increase their giving when renewing.*
5. *Establish a membership program (include various steps below).*
6. *Send letter inviting the residents of X community to become members.*

D. Field Trips

1. *Raise \$X in profit from field trips.*
2. *Schedule 6 trips to National Park for major donors.*

E. Special Events

1. *Host open house for new Visitor Center.*
2. *Raise \$X with the November fundraising dinner in Rich City.*

F. New, or non-traditional activities

1. *Create website with fundraising information included.*
2. *Contact National Bank about donating memberships to people opening new checking accounts.*

G. Other revenue generating activities (including donations of goods and services as appropriate for your organization)

1. *Make \$X in profits from sales of posters and t-shirts.*
2. *Establish visitor fee structure for Inspirational Park.*
3. *Meet with National Bank about donating accounting services.*
4. *Meet with Big Business about donating furniture.*

H. Other non-financial goals

1. *Hire new development officer.*
2. *Provide fundraising training for all board members.*
3. *Convert membership database to more sophisticated system.*
4. *Development staff to visit and become more familiar with priority conservation site.*
5. *Create and mail newsletter to all members, prospects and government VIPs.*
6. *Create new organization brochure.*

I. What you are NOT going to do

VI. Fundraising calendar

- A. Dates of all events, including board meetings, field trips, fundraising trips.
- B. Dates of all proposal deadlines.
- C. Dates of all mailings (appeals, newsletters, etc.).
- D. Other administrative dates (trainings, staff meetings, etc.).
- E. Date for party to celebrate fundraising success!!