

Organization Name
Fiscal 200X Fundraising Plan
 Date

The mission of the XXX is to _____.

We will accomplish this work through _____.

The fundraising team's efforts are critical to the overall success of our organization's mission. The fundraising goals and strategies outlined below represent our best effort to move forward in this direction. Specific actions will be delineated in each individual fundraising staff's annual objectives.

Fiscal 200X Financial Goals:

1. Raise JA\$xx for operating and project support.

	To Raise for [project]	To Raise for [project]	Total
Donor 1			
Donor 2			
Donor 3			
Donor 4			
Total			

The following numbers represent benchmarks for fundraising goals:

By 3/31/05	1/4 of goal
By 6/30/05	1/2 of goal
By 9/30/05	3/4 of goal
By 12/31/05	100% of goal

2. Raise an additional \$XXX for capital or endowment needs.
3. Raise an additional \$XXX in deferred gifts.
4. Increase giving from key targeted prospects by XX%.

Operations	
Capital	
Endowment	
Total	

Strategies:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Staff Resources & Professional Development:

- 1.
- 2.
- 3.
- 4.
- 5.

Board Resources:

- 1.
- 2.
- 3.
- 4.
- 5.

Fundraising Calendar For [YEAR]

January

- 1.
- 2.

February

- 1.
- 2.

March

- 1.
- 2.

April

- 1.
- 2.

May

- 1.
- 2.

June

- 1.
- 2.

July

- 1.
- 2.

August

- 1.
- 2.

September

- 1.
- 2.

October

- 1.
- 2.

November

- 1.
- 2.

December

- 1.
- 2.

Ideas for brown bags, field trips and volunteers for dinner parties:

Brown Bags

- 1.
- 2.

Field Trips

- 1.
- 2.

Hosts for dinner parties

- 1.
- 2.

Three-month Solicitation Schedule

DATE

Week of:

- 1.
- 2.
- 3.

Week of:

- 1.
- 2.
- 3.

Week of:

- 1.
- 2.
- 3.

Month of:

- 1.
- 2.
- 3.

Customize your letters and utilize the following available inserts:

- 1.
- 2.
- 3.
- 4.
- 5.