

* Sample Fundraising Plan *				
Tactics	Giving Base (your lists)			
	Current Donors	\$ Goal	Potential Donors	\$ Goal
NOTES	<ul style="list-style-type: none"> • 38 Major Donors - \$500+ • 78 Medium Donors - \$250 to \$500 • 237 medium and small donors \$5 to 250 • 3567 on Mailing List 		"Bringing new people to the dance"	
Board Member Outreach Campaign (calls and meetings – there are 10 Board Members)	<ul style="list-style-type: none"> • January to February - Each Board member to call 5 Medium Donors (goal - 50 calls) • Ex Dir will call remaining 28 donors (7 per quarter, based on giving pattern) 	<ul style="list-style-type: none"> • \$50 calls at an average gift of \$375 = \$18,750 • 28 calls at an average of \$375 = \$10,500 	<ul style="list-style-type: none"> • Each Board Member will identify 2 new major donor prospects and set up a meeting with the Ex Dir. Goal 10 meetings 	
Major Donor Campaign (calls, meetings and events)	<ul style="list-style-type: none"> • Ex Dir and Board members, to call and meet with 38 current major donors 	<ul style="list-style-type: none"> • Goal - to give again and increase gift - average give of \$650 = \$24,700 	<ul style="list-style-type: none"> • Ex Director meet with 15 new prospective donors. 	<ul style="list-style-type: none"> • Goal of 4 new major donors @ \$500 each = \$2,000
Mail	<ul style="list-style-type: none"> • 2 Renewal mailings- Spring and Fall - to current donors and others • Special appeal prior to Opening of Legislative session to full list 	<ul style="list-style-type: none"> • Goal - \$15,000 (avg gift \$63 per donor) • Goal - \$1,500 	Acquisition Mailing to C3 member list of 15,500 - Goals to bring in 116 new members (we will not make a profit on this event)	<ul style="list-style-type: none"> • No Profit Expected
On-line (email, Face Book & Twitter)	<ul style="list-style-type: none"> • 3 Special on-line appeals through email 	<ul style="list-style-type: none"> • Goal - \$750 	<ul style="list-style-type: none"> • Acquire new list from XXX 	<ul style="list-style-type: none"> • \$400
Events	<ul style="list-style-type: none"> • Annual event 	<ul style="list-style-type: none"> • Goal - \$10,000 	<ul style="list-style-type: none"> • Host 3 house parties in May, June and September to recruit new members 	<ul style="list-style-type: none"> • Goal - 24 people at each @ \$25 a ticket for net of \$1,800
		<ul style="list-style-type: none"> • TOTAL \$81,200 		<ul style="list-style-type: none"> • TOTAL \$4,200
<ul style="list-style-type: none"> • Total Yearly Fundraising Goal \$ 85,400 				