## Annual Fundraising Plan

		Fu	undraisi	ing Plan		
			YEAR G	OALS		
Impac	t Goal					
			Overall Fundr	aising Goals		
Oper	ating	\$	-	Capital	\$	-
			Annual KP	Pl Targets		
		In	nplementation	n of Objectives		
	Objective				1	
Month	Method		Activ	vity	Responsible	Date
	Objective					
Month	Method		Activ	vity	Responsible	Date
	Objective					
Month	Method		Activ	vity	Responsible	Date



	Objective		
Month	Method	Activity Responsible	Date
	Objective		
Month	Method	Activity Responsible	Date
	Objective		
Month	Method	Activity Responsible	Date
	Objective		
Month	Method	Activity Responsible	Date
	Objective		
Month	Method	Activity Responsible	Date

Se Dong	RVIEW
Annual Fundr	aising Plan

		Revenu	e Sources			
		Ор	erating			
Source	Constituents	Current Revenue	Percent	New Revenue	New Percent	New Expenses
Annual Gifts	Individuals	\$-	#DIV/0!	\$-	#DIV/0!	\$-
Special Appeals	Individuals	\$-	#DIV/0!	\$-	#DIV/0!	\$-
Major Gifts	Individuals	\$-	#DIV/0!	\$-	#DIV/0!	\$-
Online Giving	Individuals	\$-	#DIV/0!	\$-	#DIV/0!	\$-
P2P Campaigns	Individuals	\$-	#DIV/0!	\$-	#DIV/0!	\$-
Membership Dues	Individuals	\$-	#DIV/0!	\$-	#DIV/0!	\$-
Planned Giving	Individuals	\$ -	#DIV/0!	\$-	#DIV/0!	\$-
Corporate Sponsorship	Corporate	\$-	#DIV/0!	\$-	#DIV/0!	\$-
Event Sponsorships	Corporate	\$-	#DIV/0!	\$-	#DIV/0!	\$-
Event Sales	Individuals	\$ -	#DIV/0!	\$-	#DIV/0!	\$-
Grants	Foundations	\$ -	#DIV/0!	\$ -	#DIV/0!	\$-
Service Fees	Clients	\$ -	#DIV/0!	\$ -	#DIV/0!	\$-
Other	Other	\$ -	#DIV/0!	\$-	#DIV/0!	\$-
	TOTAL	ş -		\$-		\$-
		С	apital			
	Project Name			Project Budget	Amount Raised	Amount Needed
				\$-	\$ -	\$-
Funding Sou	rce	Project	ed Amount	Target Date		
		\$	-			
		\$	-			
		\$	-			
		\$	-			
		\$	-			
	Project Name			Project Budget	Amount Raised	Amount Needed
				\$-	\$-	\$-
Funding Sou	rce	Project	ed Amount	Target Date		
		\$	-		]	
		\$	-		]	
		\$	-		]	
		\$	-		]	
		\$	-			



	Capital			
Project Name	e	Project Budget	Amount Raised	Amount Needed
		\$-	\$-	\$-
Funding Source	Projected Amount	Target Date		
	\$ -	-		
	\$ -	-		
	\$ -	-		
	\$ -	-		
	\$ -	-		
Project Name	e	Project Budget	Amount Raised	Amount Needed
		\$ -	\$-	\$-
Funding Source	Projected Amount	Target Date		
	\$ -			
	\$ -			
	\$			
	\$ -	-		
	\$ -	-		
Project Name	2	Project Budget	Amount Raised	Amount Needed
		\$ -	\$-	\$-
Funding Source	Projected Amount	Target Date		
	\$-			
	\$ -			
	\$ -	-		
	\$ -	-		
	\$ -			
	- Ψ			
Project Name	1	Project Budget	Amount Raised	Amount Needed
Project Nam	e	Project		
Project Name	1	Project Budget	Raised	Needed
	e	Project Budget \$ - Target Date	Raised	Needed
	e Projected Amount	Project Budget \$ - Target Date	Raised	Needed
	e Projected Amount	Project Budget \$ - Target Date	Raised	Needed
	e Projected Amount \$ - \$ -	Project Budget \$ - Target Date	Raised	Needed



		Action Plan		
		Annual Gifts		
Month	Method	Activity	Responsible	Date
		Special Appeals		
	Number Sent	Target Response Rate	Average Gift	
Month	Method	Activity	Responsible	Date
		Online Giving		
#	of Campaigns	Impressions	Average Gift	
	Clicks	Cost per Click		
Month	Method	Activity	Responsible	Date
		Peer to Peer Campaigns		
Nur	mber of Teams	Number of Fundraisers	Average Gift	
Nun	nber of Donors	Target		
Month	Method	Activity	Responsible	Date



			Planned	Giving			
Numbe	er of Committee	l Planned Gifts		Asks		Response Rate	
Month	Method		Acti	vity		Responsible	Date
			Membe	erships			
То	otal # Members		1	New Members		Renewal Rate	
Month	Method		Acti	vity		Responsible	Date
			Corporate S	ponsorships			
То	otal # Sponsors			New Sponsors		Renewal Rate	
Month	Method		Acti	vity		Responsible	Date
			Corporate	Sponsors			
Compar	ny Name	Target Ask	Respo	nsible	Proj	ect	Target Date
		\$-					
		\$-					
		\$-					
		\$-					
		\$-					
		\$-					
		\$-					
		\$-					
		\$-					
		\$-					
		\$-					



		Grants		
Month	Method	Activity	Responsible	Date
		Grant Applications		
Found	dation	Project	Ask	Due Date
			\$ -	
			\$ -	
			\$ -	
			\$-	
			\$-	
			\$ -	
			\$ -	
			\$-	
			\$ -	
			\$-	
			\$-	
		Events		
	Attendees	Return Attendees	Revenue	
Do	nor Conversion	Sponsorships	Expenses	
Month	Method	Activity	Responsible	Date



			Majoı	r Gifts			
Month	Method		Acti	ivity		Responsible	Date
			Giving F	Pyramid			
	Gift A	mount	Number	r of Gifts	Sub-	total	
					\$	-	
					\$	-	
					\$	-	
					\$	-	
					\$	-	
					\$	-	
					\$	-	
					\$	-	
				Grand Total	\$	-	
			Major I	Donors			
Donor	Name	Target Ask	Major I Responsible		ect	Stage	Date
Donor	Name	\$ -		Donors	ect	Stage	Date
Donor	Name	\$ - \$ -		Donors	ect	Stage	Date
Donor	' Name	\$ -		Donors	ect	Stage	Date
Donor	Name	\$ - \$ - \$ - \$ -		Donors	ect	Stage	Date
Donor	Name	\$ - \$ - \$ - \$ - \$ -		Donors	ect	Stage	Date
Donor	<sup>r</sup> Name	\$ - \$ - \$ - \$ - \$ - \$ - \$ -		Donors	ect	Stage	Date
Donor	Name	\$ - \$ - \$ - \$ - \$ -		Donors	ect	Stage	Date
Donor	Name	\$ - \$ - \$ - \$ - \$ - \$ - \$ -		Donors	ect	Stage	Date
Donor	Name	\$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -		Donors	ect	Stage	Date
Donor	Name	\$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -		Donors	ect	Stage	Date
Donor	Name	\$       -         \$       -		Donors	ect	Stage	Date
Donor	Name	\$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -         \$       -		Donors	ect	Stage	Date
Donor	Name	\$       -         \$       -		Donors	ect	Stage	Date
Donor	Name	\$       -         \$       -		Donors	ect	Stage	Date
Donor	Name	\$       -         \$       -		Donors	ect	Stage	Date
Donor	Name	\$       -         \$       -		Donors	ect	Stage	Date