

Annual Fundraising Plan

Fundraising Plan				
YEAR GOALS				
Impact Goal				
Overall Fundraising Goals				
Operating	\$	-	Capital	\$ -
Annual KPI Targets				
Implementation of Objectives				
Objective				
Month	Method	Activity	Responsible	Date
Objective				
Month	Method	Activity	Responsible	Date
Objective				
Month	Method	Activity	Responsible	Date

Annual Fundraising Plan

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

Annual Fundraising Plan

Revenue Sources						
Operating						
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	\$ -		\$ -		\$ -
Capital						
Project Name				Project Budget	Amount Raised	Amount Needed
				\$ -	\$ -	\$ -
Funding Source		Projected Amount		Target Date		
		\$ -				
		\$ -				
		\$ -				
		\$ -				
		\$ -				
Project Name				Project Budget	Amount Raised	Amount Needed
				\$ -	\$ -	\$ -
Funding Source		Projected Amount		Target Date		
		\$ -				
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Annual Fundraising Plan

Capital				
Project Name		Project Budget	Amount Raised	Amount Needed
		\$ -	\$ -	\$ -
Funding Source	Projected Amount	Target Date		
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	\$ -			
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	\$ -			
Project Name		Project Budget	Amount Raised	Amount Needed
		\$ -	\$ -	\$ -
Funding Source	Projected Amount	Target Date		
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	\$ -			
Project Name		Project Budget	Amount Raised	Amount Needed
		\$ -	\$ -	\$ -
Funding Source	Projected Amount	Target Date		
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	\$ -			
Project Name		Project Budget	Amount Raised	Amount Needed
		\$ -	\$ -	\$ -
Funding Source	Projected Amount	Target Date		
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Annual Fundraising Plan

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				
Number of Teams		Number of Fundraisers		Average Gift
Number of Donors		Target		
Month	Method	Activity	Responsible	Date

Annual Fundraising Plan

Planned Giving					
Number of Committed Planned Gifts		Asks		Response Rate	
Month	Method	Activity		Responsible	Date

Memberships					
Total # Members		New Members		Renewal Rate	
Month	Method	Activity		Responsible	Date

Corporate Sponsorships					
Total # Sponsors		New Sponsors		Renewal Rate	
Month	Method	Activity		Responsible	Date

Corporate Sponsors				
Company Name	Target Ask	Responsible	Project	Target Date
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Annual Fundraising Plan

Major Gifts				
Month	Method	Activity	Responsible	Date

Giving Pyramid			
Gift Amount	Number of Gifts	Sub-total	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
		\$ -	
Grand Total		\$ -	

Major Donors					
Donor Name	Target Ask	Responsible	Project	Stage	Date
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