

Sample Fundraising Plan – Community Organizing Group

This development plan enables us to gather the resources (\$300,000) to build the grassroots fundraising capacity of our years' work. Our goals:

1. Raise enough money to support programs and operations and improve them.
2. Raise enough money to provide funds for ongoing organizational development, strategic planning, communications and outreach, and professional development.
3. Improve our organizational structure for fundraising, including streamlining processes, increased donor communication, strengthening major donor work, integrating fundraising more with programs, and building a stronger fundraising team which includes increasing board involvement.

INCOME CATEGORY	STRATEGY	GOAL	COST	2011 ACTUALS	2010 COMPARE	WHEN	WHO	STATUS
Individual donations \$57,000	Major gifts 1. Provide materials 2. Set up call 3. Check-in calls 4. Celebration	\$35,000 from 30 donors >\$500	24 staff hours	\$30,390 from 22 donors	\$28,000 from 28 donors	Jan - Feb	8 Board members	Done
	Donor newsletter 1. Work on text, photos 2. Contact mail house and print shop (500 +)	Cultivation, \$0	\$1,000 22 staff hours	\$350 from 8 donors	N/A	March, September	MV	Done
	Appeal to 2010 event attendees that didn't give 1. Write letter, insert 2. Do mailing (75 +)	\$1,200	\$200 4 staff hours	\$1,500 from 20 people	\$800 from 10 people	July	MV	
	Fall Open House 1. Invite 50 new people	\$2,000	\$150 5 staff hours		\$2,300	Late September	MV volunteers	
	Fall appeal to current donors and new prospects that we	\$16,000 from 160	\$550 30 staff		\$14,716 from 143	Late Nov.	All staff and	

	identify for general support 1. Write letter, inserts 2. Do mailing (600+) 3. Make calls (200+)	donors	hours		people		board	
	E-newsletter subscribers 1. Write e-appeal series 2. Change website	\$3,000	Minimal 8 staff hours		\$1,660 from 23 people	December		
Annual Gala \$70,000	Individual donors – 250 tickets 1. Host committee formed 2. Location secured 3. 10 table captains 4. Invites sent 5. Program set	\$25,000	\$18,000 50 staff hours	\$35,686 pledged from 150 people		April -June	Event Comm.	
	Funders, businesses, organizations – sponsorships 1. Sponsor packets 2. Ad book sales 3. In kind list and requests	\$40,000	30 staff hours	\$57,500 pledged from 40 groups, \$2,500 pledged in- kind		Jan-June	Event Comm.	
	NYC House party – pre-gala event	\$5,000	\$800 8 staff hours	\$6,500 from 50 people	\$6,768 from 52 people	March	NYC comm.	Done
Foundation Grants \$175,000	Akonadi Foundation	\$25,000	6 staff hrs				HK	Still talking
	Anschutz Family Foundation	\$50,000	\$500 travel 12 staff hrs			March	PH	Declined
	Babcock Foundation	\$100,000	8 staff hrs	\$10,000	\$200,000 two-year grant	Renewal February	PH	secured