

Fundraising Development Plan Sample



Organization Name

Date

Case for Support (foundational wording for fundraising communications)

- *What we do (mission/goals - high-level, compelling)*
- *Why donors should support organization*
- *Invite donors to help*

Ongoing:

- Develop and maintain website including donor interface, virtual donor wall, shopping donation section, etc.
- Twice-monthly Enewsletter
- Database of donor and supporter contact information, using Little Green Light
- Plan multiple promotional videos, virtual tour, local celebrity endorsements, success stories
- News releases
- Active Facebook and Instagram (behind-the-scenes focus on Instagram)

Focus areas for this year:

- Photo contest via GoGo photo for mural
- Promote donor tile wall
- Create advisory committee to help make personal contacts to seek funding
- Four direct mail appeals
- End-of-year fundraising - eblasts in December (Saves and Clock is Ticking)

FUNDRAISING PLAN FOR 202__

Approach

Create a fundraising calendar that includes dates for mailings, email communications, social media, donor calls, etc. so that progress can be monitored and things don't fall through the cracks. (Calendar needs to include quarterly review of each goal and progress toward them so there is time to adjust and ensure nothing is missed, which could result in a funding shortfall.)

Fundraising Goal: \$ _____ raised by end of 202__

Strategies

- **Direct mail**
 - **Goal:** \$ _____
 - Four mailings, develop a theme/focus for each: March, June, September, and November
 - Expand donor mailing address and email list
 - Refine thank you process and implement thank you calls
- **Email communications and online giving**
 - **Goal:** \$ _____
 - Create timeline, format, and plan for bimonthly email communications with donors and supporters

- Finalize donation “shopping” function on website for supplies & equipment
- Create/execute end-of-year campaign (Saves and Clock is Ticking)
- Develop other online fundraising options
- **Donor cultivation and major gifts**
 - Goal: \$ _____
 - Create a plan for major gifts fundraising including calls and recognition
 - Develop a plan to encourage monthly giving
 - Consider pay-it-forward donations
 - Naming opportunities
- **Social media**
 - Goal: \$ _____
 - Develop specific social media campaigns – mix of: animal success stories, informational/helpful, fun, sweet, amusing photos, requests for help
 - Create plan and timeline for postings
- **Honor/memorial tiles**
 - Goal: \$ _____
 - Create ongoing and special promotion plan (virtual and real donor wall), including website and social media
 - Create/market tile gift packages
- **Photo contest (online for mural)**
 - Goal: \$ _____)
 - Plan, execute, promote. Use Gogo Photo platform
- **Events**
 - Goal: \$ _____
 - Schedule & plan events
 - Event 1 _____
 - Event 2 _____
 - Event 3 _____
 - Giving Tuesday
 - Tabling at community events: select, register, recruit volunteers
- **Grants**
 - Goal: \$ _____
 - Research and track grant opportunities via Instrumentl
 - Create standard components for easy assembly
- **In-House**
 - Goal: \$ _____
 - Develop in-house donation promotion (add on donation with services- include staff training and incentives, promotional materials, donation boxes etc.)
- **Corporate or Local Business Giving**
 - Goal: \$ _____
 - Develop a list of ten prospect businesses and plan outreach to them (seek personal connections)
 - Employer matching – ask current donors
 - Sign up for for Amazon Smile, Smith’s Inspiring Donation and other similar programs

- Explore eligibility for Combined Federal Campaign and other programs
- **Bequests**
 - Goal: Results will be seen in future years
 - Develop literature and online components for a bequests campaign
 - Distribution plan for materials (online and/or print)
 - Plan presentation with local financial planner