

Fundraising Plan for _____
January – December, 20__

STRATEGY	GOALS	Audience/ Prospects	WHEN	LEAD PERSON RESPONSIBLE	Role of Board	Comments
E-Appeal (or snail mail)	Primarily to acquire new donors, income \$1,000 - \$3,000	Folks on email list who are not donors, and others for whom we have email addresses	September	Yoko (Dev Assoc)	Send email to friends/family (those not yet giving)	Consider doing as snail mail appeal (need to weigh pros and cons of email vs. snail mail) May do both
House Parties/Donor Cultivation Events	Strengthen relationships w/current donors in SF, NY & Seattle, and bring in new donors in those locations Financial goal: \$2,000 per party	Current donors, & contacts of hosts		Yoko	Consider hosting a party; inviting contacts to others' parties	
Spring Mail Appeal	\$10,000	Current donors giving <\$500, new donors from board lists	March	Yoko & Jack (Dev Dir)	Submit names of potential donors	Goal is to get additional gifts from current donors, and acquire new donors; Consider adding phone bank to either Spring or Fall mail appeal
Fall Mail Appeal	\$20,000	Current donors giving < \$500	October-November	Yoko & Jack	Submit names of potential donors Write personal notes on letters of donors they know	Basically part of overall Fall Campaign, with letter same or similar to major donor letter
Major Donor Campaign – Year End	\$75,000	Current donors giving \$500 +, and new prospects	October-November	Jack & Rona (Exec Dir)	Need 10-15 people on team of askers;	This is the primary campaign – all current donors asked to renew or upgrade; emphasis on calls & visits; new prospects identified and solicited too
Annual Event: Cocktail Reception	Celebrate our work, face time w/supporters, engage board members in fundraising \$20,000 (net)	Donors, allies, friends & family of board & staff	June	Jack, Eduardo (Board Member) & Event Planning Consultant (to be hired)	Assist in solicitation of sponsorships, ticket sales, serve on event planning committee	Board plays a key role in the event, so that staff are not overburdened with this and can focus on other strategies.
Thank you calls	To get to know donors, to make more personal connection to them	Donors who have given in past 2 months	Ongoing (first round mid-April)	Marla (Board member)	Make calls	Good way to get over fear of talking to donors, as well as building stronger relationships