

ANNUAL FUNDRAISING PLAN WORKSHEET 20XX

Goal: Raise \$40,000 from donors, members and grants

Strategy	Goal(s)	Action Steps	Who?	When	How Much
Special Appeals	How many and to who?				\$
House Parties:	How many? Who are the hosts?				\$
Special Events	Focusing on what?				\$
Major Donors					
Memberships	Define; set individual, family & organizational amounts				\$
Direct Mail	How many? Acquire new lists?				\$
Online/Email Appeals	How many? Focus?				\$
Board & Staff Campaign	Full participation				\$
Planned Giving	Develop materials, list of possible contributors & approach				