

Event Planning Worksheet

Fundraising Approaches	Donor Capacity	Gala Events	How Many	Average Amount	Total Expected	Cost	Net Expected	Lead	Who Helps	Notes
New Prospects		Yes								
New Donors	<100	Yes								
	<250	Yes								
	>250	Yes								
Renewing Donors	<100	Yes								
	<250	Yes								
	>250	Yes								
Recover Lapsed Donors	<100									
	<250	Maybe								
	>250	Yes								
Grassroots Members	<100	Yes								
	<250	Yes								
	>250 (Usually N/A)	Yes								
Foundations		Yes								