

Components of a Good Annual Fundraising Plan

*A **Fundraising Plan** - be it short-term (i.e., for a specific event), annual, or long-range (multi-year), is an essential tool for any successful non-profit organization. Operating without it is like driving a cross-country road trip with no map or compass or destination in mind: you're just blowing in the wind. Your **Fundraising Plan** should contain the ways you intend to raise donations to support your work. It should be linked with any fee for service structure you have (in your case, ticket sales and program ads), and for maximum impact, a **Marketing Plan** and **Outreach Plan**.*

Your organization's comprehensive Annual Fundraising Plan should, at a minimum, include:

- 1. Database Management System:**
 - Expand and improve the Excel tool you have now and implement a more powerful tool in 2008.
 - Create a plan for managing incoming data (who will enter it, when will it be entered (i.e. within a week), what data will be logged, how entries will be classified, etc.)
- 2. Donor Acquisition Plan:**
 - Continuously infuse new people into your database (special event sign ups, names from board members, mail list purchase, contacts from meetings and conferences, etc.)
- 3. Direct Appeal to Individual Donors/Potential Donors:**
 - Appeal a minimum of 2 times a year to individual donors (asking only - no other inserts or distractions). *This should reflect about 65-90% of money raised through fundraising.*
- 4. Major Gifts Plans:**
 - These gifts are acquired through personalized, in-person asks (#2). They are usually people identified through your research as those who can give at least above a set amount your organization defines as a "major gift" (i.e., \$500, \$5,000). *This should be a part of the 65-90% cited in #3.*

5. **Planned Gifts:**
 - Create a plan for wills and bequests. *Monies that come in here should be a part of the 65-90% cited in #3.*
6. **Corporate/Business Giving Plan:**
 - Once or twice a year inquire to businesses for specific things (money, in-kind support, etc.). *This should reflect approximately 3-10% of money raised through fundraising.*
7. **Direct Communication:**
 - Communicate directly to constituents a minimum of 2 times per year (e.g. newsletter).
8. **Special Events:**
 - Host events 1-2 times per year with special, measurable non-fundraising goals (attendance, sign-ups, etc.). Special events should rarely have “raising money” as a goal or the only goal. This should be a very small total of money raised through fundraising.
9. **Grants:**
 - Apply as needed per project. *This should be a about 10-15% of money raised through fundraising.*
10. **In-kind Gifts:**
 - Non-cash (in-kind) gifts should be requested based on these questions: what do you need, when do you need it, who will you ask for it.
11. **Online Giving:**
 - Create a pro-active tool for giving opportunities on-line. These gifts fall under individual and corporate giving percentages, depending on the gift source.
12. **Special Projects:** (i.e., capital campaigns)
 - Implement special projects as needed.

This Fundraising Plan should be merged with a Marketing Plan and Outreach (PR) Plan for maximum synergistic impact.

Need help developing your annual fundraising plan? Contact ***do good Consulting*** for help at 217-778-1687 or dogood@dogoodconsulting.org. Or see www.dogoodconsulting.org.