



## 2017 Fundraising Calendar - AdventureFund

|           | Fundraising Activity                                     | Costs   | Staff Hours/Vol Needed | Est. Income | Net Income  | Results from 2016   | Goal Alignment | Other Resources/Notes  |
|-----------|--|---|------------------------|-------------|-------------|---------------------|----------------|--|
| <b>Q1</b> |  |   |                        |             |             |                     |                |  |
| January   | New donor survey   | Staff: \$225  | 15/No                  | \$0.00      | -\$225.00   |                     | 1, 4           | Get feedback about communication preferences, social media use, interests.                   |
|           | Pinterest and Facebook Contest                           | Prize:\$100, Staff \$225, Marketing, \$100                              | 15/No                  | \$0.00      | -\$425.00   | 108 FB, 29 Insta    | 1, 4, 5, 6     | Cross promote in eNewsletter, hold a contest for Pinterest engagement, raffle a Kindle.      |
| February  | Major donor recruitment                                  | Staff: \$600 Postage: \$100 Materials: \$200 Event Space: 0 Food: \$800 | 40/Yes                 | \$10,000.00 | \$8,300.00  | 3 major donors      | 2              | Referrals from current major donors/business relationships, recruitment party                |
|           | Mail/email 2016 Impact                                   | Staff: \$300 Postage:\$100 Materials \$175                              | 20/No                  | -           | -\$575.00   |                     | 1, 4           | Share 1-page snapshot of donor ROI, impact from 2016   |
| March     | Spring online crowdfunding campaign                      | Staff: \$675 Fees: \$400  | 45/Yes                 | \$20,000.00 | \$18,925.00 | \$18,500            | 2, 4, 5, 6     | Use CauseVox, market on social media, recruit supporters to share campaign                   |
| <b>Q2</b> |  |   |                        |             |             |                     |                |  |
| April     | Donor appreciation phone calls                           | Staff: \$150  | 10/Yes                 | \$0.00      | -\$150.00   | -                   | 1, 4           | Board members to make calls. 20 hours  |
|           | Promote recurring giving in eNewsletter and social media | Staff:\$75 Facebook Ads: \$100  | 5/Yes                  | \$2,000.00  | \$1,825.00  |                     | 3              | Work with marketing dept. Consider incorporating a recurring donor referral incentive        |
| May       | Recurring giving email campaign                          | Staff: \$450  | 30/No                  | \$5,000.00  | \$4,550.00  | 12 recurring donors | 3, 1           | Secure a gift match for the month (ask Board)  |
| June      | Recurring giving direct mail campaign                    | Staff: \$450 Postage: \$100 Materials \$250                             | 30/Yes                 | \$5,000.00  | \$4,200.00  | 10 recurring donors | 3, 1           | Secure a gift match for the month. (ask Board)   |
| <b>Q3</b> |  |   |                        |             |             |                     |                |  |
| July      | Pool Party Fundraiser                                    | Staff: \$600 Space: \$0 Prizes/Games: \$150 Marketing Materials: \$150  | 40/Yes                 | 5000        | 4100        | 5200                | 1, 4           | Pool @YMCA reserved as of 12/13/16, ice cream donated, start advertising last week of school |
|           | Back to School Supply                                    | Staff: \$600 Marketing:   |                        |             |             | \$5,000 worth of    |                | Recruit volunteers to assist with supply pick up and drop off. Work with                     |