



2017 Fundraising Calendar - AdventureFund

	Fundraising Activity	Costs	Staff Hours/Vol Needed	Est. Income	Net Income	Results from 2016	Goal Alignment	Other Resources/Notes
Q1								
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
Q2								
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)
Q3								
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