

FUNDRAISING PLAN • TEMPLATE

SECTION 1: ORGANIZATIONAL FUNDING NEEDS

	Projected Need \$
General organization needs	
Program or project #1	
Program or project #2	
Program or project #3	
TOTAL FUNDING NEED	

SECTION 2: FUNDRAISING GOALS

Projected Revenue By Source

Revenue sources	Last Year Actual \$	This Year Projected \$
Government grants		
Foundation grants		
Corporate gifts		
United Way/associations		
Individual donors		
Special events		
TOTAL REVENUE		

Projected Revenue By Fundraising Strategy

Fundraising strategies	Last Year Actual \$	This Year Projected \$
Top 25 contributors		
Annual giving program		
Board of Directors		
High potential prospects		
Lapsed donor campaign		
New small gifts campaign		
Monthly donors		
Online/email giving		
Special event #1		
Bequests		
TOTAL REVENUE		

Other Benchmarks	Last Year Actual	This Year Projected
# Donors >\$1,000		
# Donors <\$1,000		
# Monthly donors		
# Face to face donor meetings		
# Major gift asks		
Renewal rate		
# Names on email list		
Website conversion rate		