

Sample Annual Fundraising Plan Worksheet
Organization Name
Date

3 Year Goal: \$XX,000 a year in Donor and Grassroots fundraising income by YEAR
YEAR (Year 1) Goal: \$X,000 per month/quarter/semi-annual

Strategy	Activities	Action Steps	Who	When	How Much
Special Appeals	Mother's Day Appeal Juneteenth Appeal				\$ \$
House Parties: Board & Staff, Donors	# Board Sponsored House Parties # Medium Donors				\$ \$
House Parties: Out of Town Donors	CA: NY: ??:				\$ \$ \$
Special Events local	Festival				\$
Special Events Out of town	New Program Launch				\$
Major Donors	Move \$100+ donors to \$120 or higher				\$
Memberships	Board sense of this?				\$
Direct Mail	2 land mail appeals each year: June and November. June is to add names, November to meet year end goal				\$ \$
Online & Email Appeals	3 email appeals w/website donation connection				

