

SAMPLE FUNDRAISING PLAN-- ABC River Organization

Strategy	Goal(s)	Action Steps	Who	When/How Much
1. New Member Acquisition	200 new members \$4,000	1. Do a direct mail campaigns to 5,000 prospects, 1.5% response=75 2. Each board members recruits 5 new members(45) 3. Participants in rafts trips become members(50) 4. Buyers of books of raffle tickets become members(30)	Staff with help of consultant Board Staff Staff	May & Sept/\$4,000 monthly/no cost summer/no cost fall/no cost
2. Renewals	100 out of 154(65%)@ \$35 dues \$3,500	1.Call last year's unrenewed members, asking them to renew 2.Do 3 mailings to current members, spaced 1 month apart 3. Call unrenewed members, asking them to renew	Staff & volunteers Staff Staff & volunteers	January/\$50 Jan, Feb, Mar/\$400 May/\$50
3. Special Appeals	454 names @ 10% response, \$50 ave. gift=\$2,250	1.Prepare a special appeal to all members on lawsuit;	Staff	Mid-November/\$400
4. Special Events	\$10,000	1.Hold a raffle which will generate money, educate the public and recruit members. Sell 2,000 tickets @\$5/ticket	Board Committee	June-Oct/\$2,500
5. Major Donors	\$5,000 30 Donors: 20 @\$100 8 @ \$250 2 @ \$500	1. Research names of potential major donors(120 names); 2.Create a special donor club with special benefits; 3. Schedule personal visits with as many of these people as possible to ask for money; 4. Where visits not possible, call or write a personal letter.	Staff with help of Board Staff Staff & Board Staff & Board	Do two campaigns, one in May/June and one in Nov/Dec/\$500
6. Businesses	\$2,000	1.Talk with local businesses and ask them to sign on as "Friends" with a gift of \$100 2.Send proposals out to selected corporations	Staff & volunteers Board Committee	Jun-Jul/\$100 May/\$100
7. Foundations: Lazar Trust UPS Fndtn Beldon Fund	\$35,000	1. Research & prepare a list of foundation prospects 2. Prepare & mail out proposals 3. Follow-up	Intern Staff Staff	Ongoing; insignificant cost
8. Workplace Giving	\$1,000	1.Apply for admission to state environmental federation or local Combined Fed Campaign	Staff or Board Member	Spring/Fall no cost
9. Planned Giving	-0- income unpredictable	1. Put an ad about bequests in every issue of newsletter	Staff	Ongoing/no cost
Total Income	\$62,750		Total Expenses	\$11,300