

LOGO

Fund Development Plan 2018



FUNDRAISING GOALS

Gift Revenue	2016 Actual	2017 Actual	2018 Projected	% To-Date
Corporate/Foundation				
Individuals				
Events				
Public Funding				
Associations				
Total				

MESSAGING

Key Message #1:

Supporting Messages:

Key Message #2:

Supporting Messages:

Key Message #3:

Supporting Messages:

STRATEGIES: 2018

1. Engage Board members in fundraising

Tactic	Timeline/Decision Points	Measures

2. Encourage Major Gifts

Tactic	Timeline/Decision Points	Measures

3. Sustain Annual Campaign

Tactic	Timeline/Decision Points	Measures

4. Create Events people want to attend

Tactic	Timeline/Decision Points	Measures

5. Increase Corporate/Foundation Support

Tactic	Timeline/Decision Points	Measures

6. Strengthen Communications

Tactic	Timeline/Decision Points	Measures