

DEVELOPMENT PLAN

Amazing menu of items to fund – and associated costs

- List out where the donations will go

Fundraising goal (annual increases should be in range of 4-10%)

SOURCE	2017 Actual	2018 Projected	Increase/decrease
Individuals			
Holiday appeal			
Spring appeal			
Fall appeal			
Newsletters			
Email appeals			
Major Gifts			
Special Events			
Golf			
Trivia			
Gala			
Wine			
Foundations			
Corporations			
In-Kind			
Earned Income			
Other			
Investment Income			
Total			

Goal #1 – Individuals and Major Gifts

Healthy Habits:

- Talk to our donors – do annual survey; host a focus group – always look for feedback to determine what the donor finds most compelling and how they want to be properly recognized
- Use donor behaviors to guide, i.e. repayer
- Strive to build two healthy groups of individual prospects
- Identify handful of those who have 1) interest and 2) capacity to give at higher levels
- Conduct simple donor research to qualify
- Stay disciplined with prospect management – meet regularly
- Do _____ “asks” annually – once per year ask to double gift
- Set goal on personal, 1:1 visits
- Involve board members through creative ways to reach donors to opening doors to stewardship – utilize talents they already have
- Use same sizzling content for multiple social media platforms
- Stay “pleasantly persistent” with major gift donors

OBJECTIVE 1: TO INCREASE ANNUAL GIVING (BY % OR BY # OF DONORS)

Activity	By Whom	By When
Add mailing		
Launch email initiative		
Have Young Professional Board host happy hour		

OBJECTIVE 2: TO IDENTIFY # OF MAJOR GIFT PROSPECTS AND NURTURE RELATIONSHIPS

Activity	By Whom	By When
Run query on database for cumulative giving		
Do hand-research on 25 prospects to determine giving capacity		

Goal #2 – Foundations

Healthy Habits:

- Treat foundation managers as major gift donors
- Make effort for them to know your program before you submit proposal
- Speak to the 'one' instead of the masses – use statistics carefully – paint the picture and take them where they can't go
- Learn grants ratio – how much dollar amount in requests vs. what is awarded – plan accordingly
- Conduct annual research to find new foundation prospects
- Review foundation donors to similar organizations via annual reports, etc.
- Seek new and interesting stories and statistics to bolster and freshen requests

OBJECTIVE 1: TO INCREASE GRANT SUBMISSIONS AND THEREFORE AWARDS

Activity	By Whom	By When
Meet deadlines for 25 grant submissions by establishing internal deadline 7 days prior		
Host 'lunch and learn' and invite foundations		
Send newsletter with personal note to foundations new to us		

OBJECTIVE 2: TO IDENTIFY # OF NEW GRANT PROSPECTS

Activity	By Whom	By When
Use Foundation Directory at Library for new search		
Verify with St. Charles library branch		

OBJECTIVE 3: TO IMPROVE GRANTWRITING SKILLS

Activity	By Whom	By When
Read "Grantwriting for Dummies"		
Attend writing session		
Read other grantwriter's proposals		

Goal #3 - Corporations

Healthy Habits:

- Only seek partnerships with companies whose missions align with ours
- Subscribe to the Business Journal to keep alert to new businesses in area
- Recruit middle management professionals to board
- Maximize matching gifts

OBJECTIVE 1: TO SECURE # OF SPONSORSHIPS

Activity	By Whom	By When
Recruit Special Gifts Committee to screen prospects and strategize		

Goal #4 – Events

Healthy Habits:

- Plan prior to event to meet/greet ____ prospects and sow seeds for follow up opportunities

- Include in the programming/messaging true costs of care so donors begin to see their donations in context
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OBJECTIVE 1:

Activity	By Whom	By When

OBJECTIVE 2:

Activity	By Whom	By When