

# Sample Simplified Fundraising Plan

## Last Year's Results:

<b>Total Raised</b>	\$178,457	93% ROI
<b>Personal Solicitation</b>	\$50,432	394% ROI
<b>Board Solicitation</b>	\$29,417	297% ROI
<b>Direct Mail</b>	\$61,747	243% ROI
<b>Special Events</b>	\$19,431	23% ROI
<b>Online Donations</b>	\$5,430	8% ROI
<b>Grants / Foundations</b>	\$12,000	75% ROI
<b>Donor Retention Rate</b>	61.3%	

## This Year's Plan:

<b>Fundraising Goal</b>	\$215,000 (+20%)
<b>Retention Goal</b>	65% (+3.7%)

<b>Strategy</b>	Direct Mail (Increase)
<b>Rationale</b>	Direct mail is one of our largest areas of income with one of the highest returns on investment.
<b>Plan</b>	Send an annual appeal (per normal schedule) and launch a spring appeal as well.
<b>Timetable</b>	Appeal one mailed by 4/30 Appeal two mailed by 11/30
<b>Responsible Parties</b>	Director of Development
<b>Projected Expense</b>	\$8,750
<b>Projected Income</b>	\$75,000

<b>Strategy</b>	Donor Retention (Increase)
<b>Rationale</b>	It is more cost effective to keep our current donors than acquire new ones.
<b>Plan</b>	STEWARDSHIP!