

COMPANY LOGO

Sample Development / Fundraising Plan

Goal/Income	Strategy	Timeframe	Who's Responsible	Cost	Net
For Operating R0,00.	Annual Dinner 500 people, Ballroom	October 2020	Fundraising committee, Development	R0,00.	R0,00.
For Operating R0,00.	In Person Major Gift Asks	Ongoing	Executive Director, Board members Development	Negligible	R0,00.
For Operating R0,00.	Appeal letters and Annual Report	November 2020 send out	Mail house and development	R0,00.	R0,00.
For Operating R0,00.online donations	e-Newsletter e-mails	July 2020, Sept 2020 Dec 2020	Intern	R0,00.m	R0,00.+
For Operating R0,00.	Phone asks and in person asks	May-Oct. 2020	Board members, and staff	free	R0,00.
For Operating R0,00.	House parties To get new members	July, 20 Sept, 1 Oct, 15	Board and volunteers are responsible.	free	R0,00.
For Operating R0,00.	Grants from foundations Research, apply	July-Dec. 2020	Development	20% of Dev. time	R0,00.
For Operating R0,00.	Earned Income	Every month 2020	Program director	20% of Prog. time.	R0,00.
For Operating and Programs R0,00.	Website donations	Oct. 2020	Volunteers	R0,00./mo and 3% process fee.	R0,00.
For Operating and Programs R0,00.	Planned Giving/ Bequests	Ongoing in the next 10 years	Board Members and Researcher	Research fee	R0,00.
				TOTAL (Gross)	R0,00