Development Plan Overview

* Historic Funding Review
  + compile historic fundraising data and review past accomplishments
  + identify methods utilized for successful fundraising in the past
  + identify past donors, both major donors and smaller donors
  + understand how funding may have been tied to specific projects (restricted funding vs. unrestricted funding)
* Donor Recruitment and Retention
  + set annual and monthly goals for number of donors and amount of donations
  + identify potential donors through monthly prospecting at Board meetings, attendance at events connected with public education, access to associated mailing lists, referrals from other donors or volunteers, etc.
    - personal and professional connections
    - other/related organizations
  + assign donors and prospects to Board members for follow-up
  + regular communication and thank yous with donors and prospects
* Board of Directors Fundraising
  + Board discuss and set fundraising requirements for general participation on the Board, including any minimum amount of personal participation or fundraising
  + Board Chair meet annually with each member to set fundraising goals, including personal giving goal and frequency for the year
  + set fundraising goals, including hosting a house party, recruiting donors, monthly donor signup, etc.
  + regular follow-up with goal measurement
* Annual Giving
  + corporate donors/partnerships
  + monthly donors
  + direct appeal/direct mail at least twice a year; consider asking on ABC-specific dates such as the first day of school, Child Reading Week, etc.
* In-Kind Donations
  + create list of potential in-kind giving items
  + create list of current and potential in-kind donors
  + outreach to specific donors
* Program Sponsorship
  + identify potential programs that can be sponsored in some way
  + identify places/items that are seen by the public and could utilize sponsor logos, weblinks, etc.:
    - Website
    - Newsletter
    - Other publicly available items
  + identify sponsor levels for various programs/places/items
* Special Events
  + identify potential special events
    - signature fundraiser
    - friend-raisers/house parties
* Grants
  + identify potential granting organizations
  + set aside time to talk to and get to know grantors
  + assign responsibility for completing grant applications
* Major Gifts and Planned Giving
  + identify specific donors (or other prospects) who may be able to give above a set amount and/or who may be able to make ABC a part of their estate
  + assign prospects to Board member
  + meet with prospect to discuss and secure donations
* Capital Campaign
  + consider if, and when, a capital campaign might be an appropriate step for ABC
  + specific consideration to what it would fund
* Ongoing Communication and Thanks
  + thank donors after every donation
  + regular communication about ABC in general
  + consider phone calls to donors, especially larger donors, the day after donation
  + consider unique thank yous, such as photos texted live from events to show the exact project their donation helped with
  + do not leave out Board members and other close stakeholders; everyone needs to be thanked for donating
* Double check to make sure plan includes:
  + Short-term (immediate and 1-year goals for prospects, outreach, donations)
  + Long-term goals (1-3 year goals, 5-10 year goals)
  + Assigned responsibility for each action (see Matrix)
  + Realistic timeline for each step of the plan
  + Ongoing evaluation and tweaking (recommend monthly)

NOTE: Network for Good, [www.NetworkForGood.com](http://www.NetworkForGood.com) has some excellent – and free – fundraising resources. They require registration in order to download items, and they will try to sell their products, but you do not have to buy in order to download most of their resources.