

Suggested FY20XX Fundraising Plan

GOAL: raise \$ XXXXX for (insert program/purpose)

September

- Schedule visits with major donors (fundraising chair and possibly a student)
- Send direct mail appeal to donors encouraging them to renew/upgrade gift (who?)
- Send direct mail appeal to new prospects
- Share goal and student stories at upcoming general meetings/luncheons/events/newsletters
- Prepare for Giving Day/crowdfunding

October

- Schedule visits with major donors (fundraising chair and possibly a student)
- Send email reminder to aforementioned constituencies/announce Giving Day/crowdfunding.
- Launch faculty/staff appeal, encourage gifts via payroll deduction

November

- Schedule visits with major donors (fundraising chair and possibly a student)
- Participate in national Giving Day (11/27) and launch crowdfunding

December

- Schedule visits with major donors (fundraising chair and possibly a student)
- Call donors who have yet to renew/upgrade their support. (Volunteers)

January

- Conduct a Thank-a-thon (Volunteers)

Feb/March

- Schedule visits with major donors (fundraising chair and possibly a student)
- Send email/e-newsletter sharing impact of gifts, year-end fundraising results, upcoming events
- Explore community support if applicable(organizations)
- Explore Corporate support if applicable

Spring

- Host event to showcase impact of gifts, thank donors and ask for more support

Constituencies:

- Faculty and Staff (past and present), Alumni, Friends (Local community members), Students, Corporations, Foundations, Others?

Methods

- Individuals (90% of all charitable gifts come from individuals)
 - Annual: see aforementioned strategies
 - Major – regularly organize visits with major donors
 - Planned (people who include the university in their estate plans)
 - Refer to planned giving officer
- Foundations – research by philanthropic interests
- Corporations/businesses – identify contacts, philanthropic interests