

Fundraising Plan Matrix - Sample

2012 Sample Fundraising Plan (3% expense growth scenario)

Source	Goal	Ask	Lead	Commitment
Grants - \$110,000				
SCFD Grant	\$50,000			
Foundation Grant #2	\$25,000			
Foundation Grant #3	\$35,000			
Special Events (Net) - \$50,000				
Harvest	\$7,000			
Hops	\$41,500			
Other Event	\$1,500			
Members - \$75,000				
Individual Members (1000 x 35, 250 x 60, 50 x 250)	\$62,500			
Business Members (25 x 500)	\$12,500			
Corporate Gifts				
Partner Gifts (4 x 10,000)	\$40,000			
Individual Donors - \$98,991				
Current Board Donations (12 x 500)	\$6,000			
Past Board Donations (5 x 500)	\$2,500			
Board Contacts (50 x 150)	\$7,500			
Staff/Volunteer Gifts (50 x 60)	\$3,000			
Donation Box Gifts	\$10,241			
Annual Campaign Holiday Mailing (950 x 35) Good Neighbor Campaign (600 x 25) On-line Campaign (100 x 35)	\$51,750			
Major Donor Gifts (15 x 1200)	\$18,000			
Misc. Sales	\$3,000			
TOTAL	\$376,991			