Essentials of Development
Annual Fund Development Strategy and Plan

2018-2019
Annual Fund Development Plan

... is an annual calendar of all of your organization’s fundraising activity, including:

- Updating fundraising materials
- Development team meetings
- Fundraising events
- Donor cultivation events
- Donor communication
- Donor solicitations
- Print and online communication
- Grant seeking
- Planned giving
Having a Plan Means…

• We have a comprehensive strategy for all of our fundraising activities
• We can make meaningful projections
• We are guarded against “hijacking”
## Annual Fundraising Plan - Calendar

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<th>Activities</th>
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<th>April</th>
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Tier 1

• 4 directs contacts (1 to 1)
  • 3 cultivation & care
  • 1 invitation to give
Tier 2

• 4 direct contacts (mostly 1 to few, some 1 to 1 or 1 to many)
  • 3 cultivation & care
  • 1 invitation to give
Tier 3

• At least 4 contacts (mostly 1 to many)
  • 3 cultivation & care
  • 1 invitation to give
Tier 4

- Discovery meetings (create and uncover connections)
- Invitation to more involvement (not usually giving)
Get Going…

“The best plan is only good intentions unless it degenerates into work.”

- Peter Drucker, Management: Tasks, Responsibilities, Practices