

YEAR END FUNDRAISING ACTION PLAN

Why are we raising funds?

What difference will it make?

How can we engage and inspire more supporters?

Key Messages:

Target Audience(s):

Fundraising Goal \$:

Fundraising Goals (Other)

Strategies/Channels:

- | | | | | |
|---------------------------------------|------------------------------------|--------------------------------|----------------------------------|--|
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Telephone | <input type="checkbox"/> Email | <input type="checkbox"/> Text | <input type="checkbox"/> Peer-to-Peer |
| <input type="checkbox"/> Social Media | | | <input type="checkbox"/> Website | <input type="checkbox"/> Special Event |
| <input type="checkbox"/> Other | | | | |

Strategy	Who's in charge?	What resources are needed?	Notes
October			
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November			
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December			
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Strategy	Who's in charge?	What resources are needed?	Notes
January			
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RESULTS

Successes

Challenges

Changes for next time

Retention Rate (This Yr / Last Yr) x 100 = Retention Rate (%)

Attrition Rate

New Donors _____

Lapsed Donors _____

Upgraded Gifts _____

Downgraded Gifts _____

\$\$ Raised

\$ _____

\$\$ Lost _____

Comments
