

Libby V & Associates

Development Plan - Raise \$X in contributed income by 12/31/2022

Goals

1. Board
2. Staff
3. Annual Fund
 - a. Monthly givers
4. Major gifts
5. Grants
6. Sponsorship
7. Government
8. Events
9. Earned revenue

Goal One Strategy(ies)

- 1.

Goal Two Strategy(ies)

- 1.

Goal Three Strategy(ies)

- 1.

Goal Four Strategy(ies)

- 1.

Goal Five Strategy(ies)

- 1.

Goal Six Strategy(ies)

- 1.

Goal Seven Strategy(ies)

- 1.

Goal Eight Strategy(ies)

- 1.

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Goal Nine Strategy(ies)

1.

Gift Table

Gift Amount	# of Gifts Needed	# of Prospects to Ask	Subtotal	Cumulative Total
\$10,000	3	9	\$30,000	\$30,000
\$5000	4	16	\$20,000	\$50,000
\$2500	5	20	\$12,500	\$62,500
\$1000	10	40	\$10,000	\$77,500
\$500	15	60	\$7,500	\$85,000
\$100	40	200	\$4,000	\$89,000
\$10	100	1,000	\$1,000	\$90,000

I. Annual Fund

A. Total Goal - \$X

B. Individual Goals

1. Board Goal – participation rate
2. Staff Goal – participation rate
3. Monthly Givers Total Goal - #monthly givers
4. Individual Givers Total Goal - \$X donations
5. Major Donors (give \$X+) Total Goal - \$X
6. Grants Total Goal - \$X
7. Corporate Total Goal - \$X
8. Events Total Goal - \$X
9. Earned revenue Total Goal - \$X

II. Corporate Sponsorship

A. Total Goal - \$X

B. Who

1.

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C. Strategies

1.

D. Sponsorship Pitch Deck

E. Sponsors Activations

III. Fundraising Events

A. Fundraising Events Goal - \$X

1.

IV. Grants/Foundations

A. Total Goal - \$X

B. Who

V. Cultivation Strategy(ies)

A. Board

B. Staff

C. Annual fund donors

D. Major givers

E. Foundations

F. Corporations

G. Corporations

H. Event attendees

I. Purchasers (earned revenue)

VI. Stewardship Strategies

A. Board

B. Staff

C. Annual fund donors

D. Major givers

E. Foundations

F. Corporations

G. Corporations

H. Event attendees

I. Purchasers (earned revenue)