

## **Sample Simple Success Fundraising Plan**

Organization: Heaven Sent Food Pantry

Summary: The Heaven Sent Food Pantry is a small but growing nonprofit organization, serving people in need in West Loudon. Our annual budget is \$135,000. We currently have 460 active donors. Last year, we provided emergency food boxes to approximately 5,000 people.

Our organization values respect, love, and mercy. We believe that everyone deserves to be with love no matter what they're situation or what choices they've made that have brought them to this place in life.

Our mission is to provide food to those who ask for it. Since 1998, we've held the vision of a community where no one goes to bed hungry. Currently, 1 out of every 8 residents of West Loudon is at risk of missing a meal today. That's about 10,000 people. Clearly, we're only meeting about half the need for emergency food in our community.

Heaven Sent has these strengths:

- Loyal volunteer base
- Compelling cause
- Good name recognition in the community
- Good success with grant writing and securing grants

Our organization's top 3 goals are to:

1. Offer 25% more food in each food box we distribute.
2. Increase the amount of nutritious food available to our clients.
3. Implement "Client Choice" in our pantry.

Our fundraising targets are:

\$ to raise: \$135,000

# donors to renew: 70% or 322 donors

# new donors to acquire: 250

## Heaven Sent Summary Calendar

	Grants	Special Events	Individual donors	Major gifts	Marketing (public speaking, media, advertising, etc.)	Communications (newsletter, website, annual report, etc.)	Other (vacations, training, etc.)
Jan	Isabell Fdn				Press release – Scouting for Food		
Feb		Scouting for Food		Major donor breakfast		Mail newsletter	
Mar	Maryland Fdn				Speak at Rotary club	Distribute Annual Report	
Apr			Spring fundraising ltr				AFP Conference
May	Kraft Fdn; UPS Fdn					Mail newsletter	
Jun							6/1 – 6/10 vacation
Jul							Agency conference at Food Bank
Aug	Philip Morris				Press release – Annual Dinner	Mail newsletter	
Sep		Annual Dinner			Press release – Community Food Drive		
Oct	Star Fdn	Community Food Drive	Fall fundraising ltr		Press release – Thanksgiving Baskets		
Nov		Thanksgiving Baskets				Mail newsletter	
Dec						Mail Holiday Cards	

**Sample Strategy Worksheet**

**Fiscal Year 2010**

<b>Strategy</b>	<b>Description</b>	<b>Target Audience</b>	<b>Revenue Goal</b>	<b>Projected Cost</b>	<b>Who is responsible?</b>	<b>When?</b>
Major Gifts	Personal visits	Top 10 donors	\$25,000	Minimal	Development Director	1 each month
Direct Mail	Fundraising letters sent through the mail	All donors and prospects	\$10,000	\$3,500 (printing and postage)	Development Director	Mail in April and October
Newsletters	Communications tool to stay in touch with supporters	All donors and prospects	\$5,000	\$2,500	Development Director	Mail quarterly
Grants	Applications and proposals	Local private foundations and corporations	\$50,000	Minimal (some postage)	Development Director	Respond to specific deadlines
Events	Annual dinner/auction	Donors and supporters	\$35,000	\$5,000 (food, venue, invitations)	Board Fundraising Committee	September 15
Totals:			\$135,000	\$11,000		

## Heaven Sent Fundraising Budget

Fiscal Year: 2010

<b>Revenue</b>	<b>Last year actual</b>	<b>Coming year budget</b>	<b>Difference</b>
Grants	53,000	50,000	(3,000)
Special Events	36,335	35,000	(1,335)
General Public Contributions	10,250	4,500	(5,750)
Direct Mail	17,997	10,000	(7,997)
Major Gifts	2,500	25,000	22,500
Newsletter	4,900	5,000	100
Miscellaneous	0	0	0
<b>Total</b>	<b>124,982</b>	<b>129,500</b>	<b>4,518</b>
<b>Expenses</b>	<b>Last year actual</b>	<b>Coming year budget</b>	<b>Difference</b>
Printing and copying	3,950	4,000	50
Postage	2,050	2,000	(50)
Special event expenses	4,995	5,000	5
Donor and volunteer appreciation	500	500	0
Travel and meetings	250	250	0
Staff and volunteer training	1,000	1,000	0
Contract services	0	0	0
Miscellaneous	500	500	0
<b>Total</b>	<b>13,245</b>	<b>13,250</b>	<b>5</b>
<b>Revenue over Expenses</b>	<b>\$111,737</b>	<b>\$116,250</b>	<b>\$4,513</b>

