XYZ Organization
Development Plan for 20XX

Mission: To engage our community in activities that strengthen our connection and strengthen our community.
Goal: To raise $140,000 in revenue this fiscal year.

Strategy: Annual Appeal
Goal(s): $20,000 / Encourage donations from past/potential supporters.
Note: Donations are calculated at $100 average.

Action Steps	Who	When	Costs	Revenue
1. Send annual appeal letter to supporters who have given over the past three years (500 people), with the goal of receiving donations from 30% (150).	Staff	March	$400.00	$15,000.00
2. Send second letter to past supporters who did not respond to initial appeal.	Staff	June	$150.00	$3,000.00
3. Call supporters who have donated for past two years, but have not yet responded.	Staff & Board	August	$0.00	$2,000.00
		Subtotal:	**$550.00**	**$20,000.00**

Strategy: New Member Acquisition
Goal(s): $25,000 / Aquire 500 new members.
Note: Membership dues are calculated at $50/year.

Action Steps	Who	When	Costs	Revenue
1. Conduct two direct mail campaigns, each to 5,000 prospective members, with the goal of gaining 300 new members.	Staff	May & November	$2,000.00	$15,000.00
2. Encourage board members to recruit two new members each month, for a total of 120 new members.	Board	Ongoing	$0.00	$6,000.00
3. 10% of raffle ticket purchases become members, resulting in 80 new members.	Staff & Board	Summer - Fall	$0.00	$4,000.00
		Subtotal:	**$2,000.00**	**$25,000.00**

Strategy: Member Renewals
Goal(s): $17,500 / Regain 70% (350/500) of lapsed members.
Note: Membership dues are calculated at $50/year.

Action Steps	Who	When	Costs	Revenue
1. Call lapsed members from the past year and encourage them to renew.	Staff & Board	October	$0.00	$17,500.00
2. Give away free tickets to spring event to returning members.	Staff & Board	Ongoing	$0.00	$0.00
		Subtotal:	**$0.00**	**$17,500.00**

Strategy: Special Events
Goal(s): $38,000 / Hold two special events.

Action Steps	Who	When	Costs	Revenue
1. Hold a fundraising auction.	Staff & Board	April	$15,000.00	$30,000.00
2. Hold a fundraising raffle.	Staff & Board	October	$300.00	$8,000.00
		Subtotal:	**$15,300.00**	**$38,000.00**

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Strategy: Major Donors
Goal(s): $25,000 / Meet with and encourage major

Action Steps	Who	When	Costs	Revenue
1. Create a special level of recognition and benefit for donors and invite major donors to join.	Staff & Board	January	$0.00	$0.00
2. Schedule meetings with 25 donors, with the goal of receiving a $1,000 donation per donor.	Staff & Board	January - June	$200.00	$25,000.00
3. Follow up with donors after meeting to give thanks and encouragement for continued giving.	Staff & Board	Ongoing	$0.00	$0.00
		Subtotal:	**$200.00**	**$25,000.00**

Strategy: Corporate Sponsorships
Goal(s): $10,000 / Obtain 10 corporate sponsors.

Action Steps	Who	When	Costs	Revenue
1. Create tiered sponsorship opportunities for all events.	Staff	January	$0.00	$0.00
2. Identify 40 prospective corporate sponsors.	Staff	January - February	$0.00	$0.00
3. Schedule meetings with prospective corporate sponsors to encourage sponsorship, with the goal of receiving $1,000 sponsorship per sponsor.	Staff	January - June	$0.00	$10,000.00
		Subtotal:	**$0.00**	**$10,000.00**

Strategy: Grants
Goal(s): $25,000 / Receive grants from funders.
Note: Grant amounts are calculated at $5,000 average.

Action Steps	Who	When	Costs	Revenue
1. Identify 15 prospective grants.	Staff	January - February	$0.00	$0.00
2. Apply for grants which are most likely to be approved, with the goal of receiving $25,000.	Staff	Ongoing	$0.00	$25,000.00
		Subtotal:	**$0.00**	**$25,000.00**

Strategy: Planned Giving
Goal(s): Create and implement a planned giving

Action Steps	Who	When	Costs	Revenue
1. Form basis for a "legacy society", i.e. minimum donations, materials, recognition, etc.	Staff	March - April	$1,000.00	$0.00
2. Meet with 20 long time donors to discuss planned giving.	Staff & Board	Ongoing	$0.00	$0.00
		Subtotal:	**$1,000.00**	**$0.00**
		Total:	**$0.00**	**$25,000.00**

Net Revenue: $141,450