



**Reach for the Stars Preschool
Development Plan
January 1, 20XX – December 31, 20XX**

Mission Statement: “To bring out the best in our children”

Overall Goal – Secure \$75,000 in annual gifts, grants and pledges

Context: Reach for the Stars Preschool (RSP) has a 5 year history of trying to raise funds from donors. The Board has been very active in its fundraising efforts, and recently recruited several new board members with fund raising experience.

Last year, Reach for the Stars was selected as the state’s “Child care Nonprofit of the Year” and received free publicity through our local television station. Thanks to this recognition and resulting public relations activities, RSP is attending to increase the annual amount raised by 50%.

Goal #1: Raise \$25,000 from individual donors through the annual appeal

- Mail annual appeal from Board Chair to current list of approx. 800 friends and members by Sept 15
 - Followup with 2nd letter written by Executive Director by Nov 1
 - Followup with 3rd letter written by Board Chair by Dec 10
- Promptly thank those who have given with a gift of \$100 or more with personal note and/or phone call

Goal #2: Raise \$15,000 from Major Donors

- Identify 50 people who have given at least \$10,000 (combined total) over the past 10 years, and plan a personal visit with each one from either ED or member of Development Committee
- Ask each person to join the “All Stars” Society by giving a gift of \$1000
- Recognize all “All Stars” at a the Annual meeting

Goal #3: Obtain \$10,000 in grants to support our programs

- Create a calendar of deadlines and priorities for grant opportunities to match with current needs

- Write and submit proposals at least 10 proposals

Goal #4: Host fundraising events that bring revenue and goodwill to “Reach for the Stars” with a goal of raising \$15,000

- Hold the annual fundraising auction in June with a goal of netting \$13,000
- Hold the annual raffle in October with a goal of netting \$2000

Goal #5: Raise \$10,000 from Corporate Supporters

- Create a calendar of underwriting opportunities for the year, and a sponsorship level plan. Contact at least 20 companies to encourage them to become sponsors
- Include in annual appeal a request for annual support from all companies with which “Reach for the Stars” does business

Goal #6: Build the “For Our Children” Legacy Society

- Create materials describing the “For Our Children” Legacy Society
- Host a “friends” breakfast update in the spring and invite current and prospective members of the legacy society
- Seek recommendations of names for the Legacy Society and meet with at least 5 people per year who might consider joining

Goal #7: Enhance Donor recognition program

- Decide on 2 opportunities per year in which top donors are NOT asked for money (ie. Holiday card, special donor update with good news)
- Engage Development Committee members in thanking larger donors through letters and phone calls
- List all donors on annual report

Goal #8: Provide training and motivation for fundraising to all Board members

- Move development committee discussion to the front of the agenda
- Invite a consultant to address the board at a board meeting on a fundraising topic
- Allocate funds to send board members to local trainings on fundraising