

ONE PAGE DEVELOPMENT PLAN*

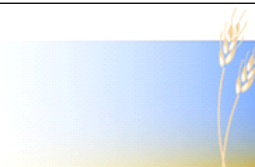
DESCRIPTION

The development plan is your roadmap to a fully funded future. It's crucial to lay out a plan that is easy to understand, adjust, and implement.

Use this sample plan as a guide to create your own One-Page Development Plan. Need a template to fill out? Check out the free resources on my website for a fully customizable template.

SAMPLE: One-page Development Plan

Campaigns	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
Board campaign Chair Goal \$	Write appeal; set ask amts	Send board appeal letter	Appeal at board meeting	Board Chair follow-up	Year-end Board Campaign wrap-up		Recruit & solicit new board members	Review board's donor prospects				Review this & set next year's goals
Major gifts \$1,000 + donors Chair Goal \$	Research, rate & set approach for \$1k+ donors	Board pick prospects/donors to cultivate & solicit	Schedule times for behind the scenes visits	Invite to events. Personal appeal letters	Appeal letters drop	Follow-up/thank donors at holiday show	Schedule spring visits & draft appeal	Visits to cultivate prospects	Spring appeal drops	Spring appeal follow-up	Send invites to next month's event	Set next year's \$ and site visit goals
Annual fund <\$1,000 donors Chair Goal \$	Develop back to school appeal & materials	Drop fall appeal	Board pick donors, & write personal notes. (assign if necessary)	Send holiday gift promo letter with pre-ask email	Holiday appeal drops	Follow-up year-end e-appeals	Prep snail mail appeal to lapsed donors	Mail lapsed appeal w/ pre- & post-e-appeals	Develop crowd funding appeal	Launch crowd-funding campaign	Wrap-up crowd-funding campaign & send thanks	Assess this year, set strategy & goals for next year
Grants-Corp foundation & govt. (staff leads) Chair Goal \$	HCA-Intl ppl deadline 7/10; external deadline 7/31	PCF ppl internal deadline 8/15; ABC report due 8/19	PCF Extl deadline 9/15; TCF 9/15; TCF Intl ppl deadline 9/30	TCF Extl deadline 10/30; DRFS Intl deadline 10/17	DRFS External deadline 11/14	DAL report due 12/5	VCA-Intl deadline 1/15; MCL Intl ppl deadline 1/8	VCA-Extl, 2/14; MCL Extl ppl deadline 2/8	BIS proposal and report internal deadlines 3/18	BIS proposal and report external deadline 4/18	Identify new prospects for next year	Set next year's goals
Corporate Sponsorship Chair Goal \$	Schedule visits to current & potential sponsors	Finalize season-opening sponsor benefits	Season opening	Visits to secure Gala sponsors	Finalize holiday show sponsors	Holiday show	Send sponsor reports out	Sponsor reports	Develop next yr.'s sponsor benefit packages	Invite current sponsors to renew	Schedule personal visits to new potential sponsors	Send intro packets to new potential sponsors
Gala Chair Goal \$	Make & send sponsor packets		Visits to secure Gala sponsors	Send "Save-the-date" cards	Auction cmte solicits items	Board & cmte sell tickets	Auction items, mail invites	Sell tickets & finalize logistics	Gala debrief & thanks	Gala debrief & thanks	Recruit next yr. co-chairs & cmte	Develop next yr. co-theme & goal
5-K Run (proposed) Chair Goal \$					VMJA 2020							TBD



Valerie M. Jones Associates
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* From *Nonprofit Hero, Five Easy Steps to Successful Board Fundraising* ©

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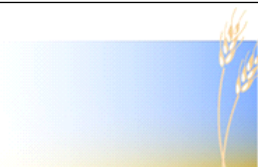
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Use this template to create your own One-Page Development Plan. Be sure to check out the Sample Development Plan on my website or in my book, Nonprofit Hero.

TEMPLATE: One-Page Development Plan

	JUN	MAY	APR	MAR	FEB	JAN	DEC	NOV	OCT	SEP	AUG	JUL
CAMPAIGNS												
Board Campaign												
Chair Goal												
\$												
Major Gifts												
\$1,000 + donors												
Chair Goal												
\$												
Annual Fund												
<\$1,000 donors												
Chair Goal												
\$												
Grants-Corp, Fdn & Govt. (staff leads)												
Chair Goal												
\$												
Corporate sponsorship												
Chair Goal												
\$												
Gala												
Chair Goal												
\$												
5-K Run (proposed)												
Chair Goal												
\$												



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