



12 STEP FUNDRAISING PLAN AND COMMUNICATIONS PLAN

Activity	Notes
1. Develop a Fundraising Case for Support. This serves as a resource for information about the organization. Include annual, capital and endowment needs.	
2. Develop a Fundraising Strategy. This should include: Direct Mail, Special Events, Special Gifts and Planned Giving.	
3. Develop and host Special Events. The intention is to raise money. Create event budgets. Evaluate each event afterward.	

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<p>4. Develop and host Cultivation Events. The stated aim is to lay the groundwork for future gifts from a particular constituency, such as planned giving prospects.</p>	
<p>5. Develop a list of potential Fundraising Committee candidates. These people will become your “Champions.”</p>	
<p>6. Develop terms of reference and job descriptions for your fundraising and communications volunteers.</p>	
<p>7. Identify your stakeholders and target audiences. You are informing friends and potential donors of your work, and developing a community liaison. Maintain updated lists.</p> <ul style="list-style-type: none"> * Board/Past Board * Foundations * Volunteers and Staff * Corporate * Ministers/Churches * Local Businesses & Professionals * Donors * Media * Service Clubs * Politicians (all three levels) 	

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<p>8. Develop a Donor Recognition Program.</p>	
<p>9. Develop a Communications Plan. Consider: news stories, features, talk shows (radio/TV), Public Service Announcements (PSAs) and press releases.</p>	
<p>10 Maintain a regular newsletter.</p>	
<p>11 Develop promotional material. Consider: brochures, annual report, website.</p>	

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12 Be **vigilant!** Capitalize on all public awareness opportunities:

- * Speakers Bureau
- * Publicize gift announcements
- * Host an annual “thank you” event
- * Keep attuned to opportunities for presentations at meetings and public gatherings

Additional Notes

FOR FURTHER INFORMATION, PLEASE CONTACT THE GOLDIE COMPANY:

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