**FUNDRAISING PLAN OVERVIEW**

1. **Background**

Brief narrative about the organization and the fundraising initiatives

1. **Fundraising Goals**

For this year’s annual fundraising plan, the organization’s specific goals are:

1. X
2. X
3. X
4. X
5. X
6. X
7. **Source of Funds**

Description of fundraising sources

1. Individuals
   1. Annual appeal donors
   2. Major gift donors
   3. Membership, etc.
2. Foundations
3. Corporations
   1. Sponsorships, etc.
4. Government
5. Special Events

**FUNDRAISING IMPLEMENTATION**

**Strategies (for each of the sources)**

1. Individuals
2. Foundations
3. Corporations
4. Government
5. Special Events

**Calendar**