

Yearly Operational Plan

KEY GOALS: (Example: To provide 20 percent of XYZ's annual operating budget through unrestricted gifts.)

1. _____
2. _____
3. _____

QUANTIFIABLE OBJECTIVES: (Example: To generate \$570,000 in unrestricted gift revenue.)

Objective No. 1: _____

Fundraising Strategies That Address Objective No. 1: (Note: You will need to develop an action plan that addresses each of your fundraising strategies in more detail.)

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

Objective No. 2: _____

Fundraising Strategies That Address Objective No. 2:

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

Objective No. 3: _____

Fundraising Strategies That Address Objective No. 3:

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

Objective No. 4: _____

Fundraising Strategies That Address Objective No. 4:

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

Objective No. 5: _____

Fundraising Strategies That Address Objective No. 5:

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

Objective No. 6: _____

Fundraising Strategies That Address Objective No. 6:

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____