



Example E: Strategy & Timeline

Sample Fundraising Plan for ABC Bicycle Coalition

Strategy	Goals	Steps	Who	When/How Much
1. New Member Acquisition	500 new members \$9,000	<ol style="list-style-type: none"> Do 2 direct mail campaigns to 10,000 prospects each (300) Each board members recruits 2 member/month (120) Participants in rafts trips become members (50) Buyers of books of raffle tickets become members (30) 	<ol style="list-style-type: none"> Staff & consultant Board Staff Staff 	May & Sept/\$7,000 monthly/no cost summer/no cost fall/no cost
2. Renewals	100 out of 154 (65%) \$2,000	<ol style="list-style-type: none"> Call last year's unrenewed members; ask them to renew Do 3 mailings to current members, spaced 1 month apart Call unrenewed members, asking them to renew 	<ol style="list-style-type: none"> Staff & volunteers Staff Staff & volunteers 	Jan/\$50 Jan, Feb, Mar/\$400 May/\$50
3. Special Appeals	\$2,000	<ol style="list-style-type: none"> Prepare a special appeal to all members on lawsuit; Prepare a follow up request in six weeks 	<ol style="list-style-type: none"> Staff Staff 	Mid Oct/\$400 Early Dec/\$100
4. Special Events	\$10,000	<ol style="list-style-type: none"> Hold a raffle which will generate money, educate the public and recruit members. 	Board Committee	June-Oct/\$2,500
5. Major Donors	\$5,000 30 Donors: 20 @ \$100 8 @ \$250	<ol style="list-style-type: none"> Research names of potential major donors(120 names); Create a special donor club with special benefits; Schedule personal visits with as many of these as possible 	<ol style="list-style-type: none"> Staff with Board Staff Staff & Board 	Ongoing/\$500



Appendix C: Sample Fundraising Action Plan Calendar

	January	February	March	April	May	June
Direct Mail	<i>Appeal Mailing</i>				<i>Appeal Mailing</i>	
Phone						
Annual Giving		<i>Recruit Committee</i>	<i>Plan Campaign</i>			
Special Gifts			<i>Special Mailing</i>			
Special Events				<i>Event</i>		
Foundation & Corporation Grants	<i>Research Funders & Deadlines</i>		<i>Submit Proposals</i>			
Planned Giving				<i>Newsletter Mailing</i>		
	July	August	September	October	November	December
Direct Mail			<i>Appeal Mailing</i>			
Phone			<i>Call Program & Lapsed Donors</i>			
Annual Giving	<i>Personal Solicitation of Identified Prospects</i>					
Special Gifts			<i>Invite to CEO/Board Chair Event</i>		<i>Special Mailing</i>	
Special Events				<i>CEO/Board Chair Event</i>		
Foundation & Corporation Grants				<i>Submit Proposals</i>		<i>Report to Grantmakers</i>
Planned Giving					<i>Special Mailing</i>	