



FUNDRAISING PLAN WORKSHEET

You may use this worksheet as a tool to develop your chapter's annual fundraising plan.

MEMBERSHIP RENEWALS

1	# Paying members on your list	_____	1
2	% Anticipate renewing	_____	2
3	Total members renewing (lines 1 X 2)	_____	3
4	Average renewal gift	_____	4
5	Total \$ from renewals (lines 3 X 4)	_____	5
5A	Estimated cost of renewals	_____	5A

MEMBERSHIP ACQUISITION MAILINGS

6	# Plan to mail	_____	6
7	% Anticipate joining Chapter	_____	7
8	Total new members (lines 6 X 7)	_____	8
9	Average membership gift	_____	9
10	Total \$ from new members (lines 8 X 9)	_____	10
10A	Estimated cost of acquisition mailings	_____	10A

APPEALS TO MEMBERS

11	# Members	_____	11
12	# Of Mailings	_____	12
13	% Anticipate contributing	_____	13
14	Total contributing to appeals (lines 11 X 12 X 13)	_____	14
15	Average gift	_____	15
16	Total \$ from appeals (lines 14 X 15)	_____	16
16A	Estimated cost of appeals to members	_____	16A

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SMALL DONOR EVENTS

(Calculate lines 18 – 22 for each event you plan)

18	# Of people to invite	_____	18
19	% Of invited anticipate attending	_____	19
20	Total people attending (lines 18 X 19)	_____	20
21	Average gift	_____	21
22	Total \$ from event (lines 20 x 21)	_____	22
23	Total \$ from ADDITIONAL events	_____	23
24	Total \$ from events (add lines 22 + 23)	_____	24
24A	Estimated cost of events	_____	24A

MAJOR DONORS

25	# Of potential major donors	_____	25
26	Total \$ you expect from major donors	_____	26
26A	Estimated cost of major donor solicitations	_____	26A

FOUNDATION GRANTS

27	# Of potential foundation grants	_____	27
28	Total \$ you expect from foundations	_____	28
28A	Estimated cost of foundation grant writing	_____	28A

OTHER SOURCES (Programs, workplace giving, etc.)

29	Program Services Revenue (conferences, workshops)	_____	29
30	Source: _____	_____	30
30A	Source: _____	_____	30A
30B	Source: _____	_____	30B
31	Total \$ from other sources (line 29+30+30A+30B)	_____	31
31A	Estimated cost of other sources	_____	31A

32 TOTAL REVENUE (Add lines 31, 28, 26, 24, 16, 10, & 5) _____ **32**

32A TOTAL FUNDRAISING COSTS

(Add lines 31A, 28A, 26A, 24A, 16A, 10A, & 5A) _____ **32A**