

Organization Name

Wayne County Foundation Challenge Match 2021

Sample 2021 Fundraising Plan

Organization mission/message:

Who does my organization serve (if not covered in the mission/message)?

Organization Fundraising Goals

Such as...

-Total fundraising amount expected for the year

-Total number of donors

-Total number 'new' donors

-Percent of donor retention from previous year

-Is there anything your organization is doing in particular to meet your Challenge Match goals?

Fundraising Timeline

Such as...

-Key dates that are associated with communications, benchmarks, special events or other fundraising plans or initiatives.

Fundraising Resources

What resources is my organization putting towards our fundraising efforts?

Such as...

Budget, staffing, volunteers , available donor data , or preexisting relationships with partners and donors.

Donor Management

How does your organization acknowledge, steward, and track your donors?