

What Happens Before A Campaign Begins Is Far More Important Than Actually Conducting That Campaign

--Planning Is Everything--

A fund-raising campaign must be a plan, within a plan, within a plan.

Each ***campaign plan*** works within the ***general development plan***, which in turn must fit into the organization's ***strategic plan***.

A campaign plan that is not in accord with the general development plan may make its goal, but it may also "poison the well" for other fund-raising efforts. A general development plan that has not been created within the context of an organization's strategic plan may outline a valid theory for acquiring contributed income, but it will probably lack the content necessary for successful implementation

Basic Outline Of A Fund-Raising Plan

- Goals and objectives for acquiring new donors and increased gifts
- Achievable goal
- Strong volunteer leadership
- Compelling case for support
- Campaign plans of action and time-lines
- Promotional and solicitation materials
- Involved and enthusiastic solicitation teams
- Donor benefits, recognition and rewards
- Staff support
- Realistic budget