

# **Typical General Development Plan**

## **Strategy**

1. Create a board of trustees able and willing to make major contributions and to solicit others for major contributions
2. Maximize the amounts contributed by donors
3. Create the largest possible effective base of corporate donors
4. Create the largest possible effective base of foundation donors
5. Create the largest possible effective base of individuals donors
6. Create the largest possible effective base of volunteers

## **Tactics**

1. Establish and maintain a development committee of the board of trustees
2. Institute programs to identify, rate, evaluate, and prioritize prospects, especially those who have the ability to make major contributions, both within the ranks of current support constituencies and from lists of prospective donors
3. Identify major prospects who may find it attractive to underwrite or sponsor a specific program, service, or department on an annual, ongoing, or one-time basis
4. Encourage trustees to maximize their donations
5. Encourage trustees to solicit prospects with whom they have influence and leverage
6. Assist trustees in developing a volunteer network of community leaders and executives who will solicit for the organization
7. Establish and maintain a development staff and/or train existing employees to help direct and staff all fund-raising initiatives
8. Develop compelling written materials that effectively communicate the organization's funding requirements to the board, other volunteers, and the public

## **Initiatives**

1. Plan, initiate, and produce an endowment campaign and deferred giving program to provide income in perpetuity to support programs and services
2. Plan, initiate, and produce other appropriate campaigns: i.e., annual, capital, underwriting and sponsorship.
3. Institute a communication program to maximize awareness of the organization's value to the community
4. Institute a recognition program to honor major donors