

# FUNDRAISING PLANNING WORKSHEET



- Step #1 - Determine how much you need to raise in annual donation income: \$ \_\_\_\_\_
- Step #2 - Analyze/pray/determine which methods you feel the Lord wants you to use to help meet your funding needs.
- Step #3 - Develop your organization's "personalized" 12-month fundraising action plan.

WHICH METHODS?	WHAT SIZE GIFTS?		WHEN WILL IT HAPPEN?													
	Typical Gift Sizes (~80% of the time)	Success Ratio (~% that usually respond)	Annual \$ Goal	# Gifts Needed to Reach Goal	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Listed below are a variety of common fundraising methods ministries use to meet their donation needs.																
1 - Bulk Rate Appeal Letters	\$10-\$50	1-3%	\$	#												
2 - Segmented Mail Appeals	\$10-\$100	2-15%	\$	#												
3 - Monthly Donor Clubs	\$120-\$1,800	--	\$	#												
4 - Board Members Annual Pledge	\$250-\$10,000+	90-100%	\$	#												
5 - Fundraising Banquets	\$20-\$200	80-90%	\$	#												
6 - Offerings at public events	\$1-\$20	25%-50%	\$	#												
7 - Financial Appeals in Newsletters	\$10-\$50	<1%	\$	#												
8 - Golf Tournaments & Misc. Thons	\$25-\$200	80-95%	\$	#												
9 - Annual Phonathons	\$20-\$100	20-50%	\$	#												
10 - 1-on-1 personal proposals	\$500-\$5,000	80-90%	\$	#												
11 - Mailed Proposals w/Ldr Phone FU	\$50-\$150	50-85%	\$	#												
12 - Missionary Staff Support	\$120-\$1,900	--	\$	#												
13 - Individual Churches	\$100-\$5,000	--	\$	#												
14 - Bldg/Equip/Capital Gifts or Pledges	\$50-\$10,000	--	\$	#												
15 - Planned Gifts (Deferred/Estate)	\$2,500-\$50,000	--	\$	#												
16 - Foundation Grants	\$500-\$25,000	10-30%	\$	#												
17 - Online or Electronic EFT Giving	\$25-\$1000+	--	\$	#												
18 - Media Sharathons	\$10-\$150	--	\$	#												
19 - Labor/Services (Donated/Discounted)	\$100-\$5,000	50-95%	\$	#												
20 - Mats/Gifts-in-Kind (Donated/Discounted)	\$100-\$10,000	25-75%	\$	#												