DEVELOPMENT PLANNING

Creating a Development Plan

Successful fundraising requires a wide range of activities. The worksheets that follow will allow you to look at 12 activities and create 1-year and 3-year goals and strategies for achieving those goals.

Before you plan, identify the funding gap in your library's budget and any special projects or programs that you will support through private fundraising.

Funding gap:

Projects, programs or other library needs:

ACTIVITY: MEMBERSHIP (If appropriate)	TIMELINE	LEAD
1st Year Goal:		
2nd Year Goal:		
3rd Year Goal:		
Actions:		

<u>**NOTES**</u>:

ACTIVITY: ANNUAL CAMPAIGN	TIMELINE	LEAD
1st Year Goal:		
2nd Year Goal:		
3rd Year Goal:		
Actions:		

NOTES:

ACTIVITY: GRANT WRITING	TIMELINE	LEAD
1st Year Goal:		
2nd Year Goal:		
3rd Year Goal:		
Actions:		

NOTES:

ACTIVITY: SPECIAL EVENTS	TIMELINE	LEAD
1st Year Goal:		
2nd Year Goal:		
3rd Year Goal:		
Actions:		

NOTES:

ACTIVITY: MAJOR GIFTS SOLICITATION	TIMELINE	LEAD
1st Year Goal:		
2nd Year Goal:		
3rd Year Goal:		
Actions:		

NOTES:

ACTIVITY: PLANNED GIFTS SOLICITATION	TIMELINE	LEAD
1st Year Goal:		
2nd Year Goal:		
3rd Year Goal:		
Actions:		

NOTES:

ACTIVITY: CORPORATE SPONSORSHIPS	TIMELINE	LEAD
1st Year Goal:		
2nd Year Goal:		
3rd Year Goal:		
Actions:		

NOTES:

ACTIVITY: TRIBUTES & MEMORIALS	TIMELINE	LEAD
1st Year Goal:		
2nd Year Goal:		
3rd Year Goal:		
Actions:		

NOTES:

ACTIVITY: TARGETED FUNDRAISING	TIMELINE	LEAD
1st Year Goal:		
2nd Year Goal:		
3rd Year Goal:		
Actions:		

NOTES:

ACTIVITY: DONOR RECOGNITION	TIMELINE	LEAD
1st Year Goal:		
2nd Year Goal:		
3rd Year Goal:		
Actions:		

NOTES:

ACTIVITY: ADVOCACY	TIMELINE	LEAD
1st Year Goal:		
2nd Year Goal:		
3rd Year Goal:		
Actions:		

NOTES: