

Board Member Fundraising Goals
Fiscal Year 20__

Please complete this form as your 20__ fundraising plan, by confirming your personal gift, choosing the donor development activities you will participate in, and setting goals in those areas. It is important that each Board member commits to at least one donor development activity. Please complete your plan on or around the start of the fiscal year (January 1, 20__).

1. Make a personal donation

Board members of _____ are each expected to make an annual gift in an amount that is personally significant to them. To make this gift, consider pledging an amount early in the year, and making pledge payments to achieve this amount.

My personal donation / pledge for 20__): \$ _____ by
date(s): _____

My company will match this amount: \$ _____

2. Donor Development Activities

Prospective Donors

Provide a list of prospects for donor cultivation and solicitation. The fundraising committee will work one-on-one with you to develop an effective strategy for inviting your family, friends or colleagues to support the work of _____.

My goal to raise through donor cultivation: \$ _____

Arrange a prospective donor meeting with an individual, corporation, foundation or governmental agency that can provide new funding to the organization.

Solicitation of prospective funding is more effective when personal contact is made. If you know any individuals, and/or anyone in a corporation, foundation, or government agency that you can introduce personally to the organization's staff and participate in a meeting, you can play a key role in raising funds. Additionally, you may know of trustees who can make discretionary grants to the organization, or you can be especially helpful in advocating for the organization on key proposals.

I am interested in facilitating a donor meeting or specific communication with the following four people / company / agency:

_____, _____
_____, _____

For discretionary trustee grants or corporate gifts, I will solicit for \$ _____

Note: Watch for names of prospects from annual reports, newspapers, etc.

Host a house party or invite a friend to host a house party. While house parties are *not usually* an opportunity to 'ask', they can be used to educate your friends and

prospective donors about the organization's programs and are also an opportunity to raise money. By hosting a party, you open up your home to friends and family and underwrite the cost of food and drink.

I will host a house party in the month of _____

I have a friend who is available to host _____

3. Major Donor Cultivation / Solicitation

Participate in major donor fundraising by serving as a contact, participating in a meeting, and/or making ask(s). Raising unrestricted funds is an important component of the fundraising plan and solicitations from major donors is a vital strategy.

My goal to raise through major donor fundraising: \$_____

Make thank-you calls to donors and supporters. This activity involves calling donors just to say "thanks". It is not a pitch for money, but just an opportunity to thank the donors for their support, answer any questions, and learn more about the donor. You will be given information and assistance to make these thank you calls.

Write notes to major donors on event invitations, annual solicitation letters, etc.

4. Events

Solicit a sponsor for an event. Events are a good opportunity to solicit corporate sponsorship, or to invite the support of other potential donors. We will let the Board know in advance about scheduled events so you have enough time to assist in soliciting sponsors.

My goal to raise through an event: \$_____

Attend _____ events and send information on donors and prospects to staff.

Invite friends and relatives to the events.

5. Other

Other ways to support fundraising. Please include ways you can volunteer your services or other ways you hope to raise funds for the organization (e.g., auction items).

My overall fundraising goal: \$_____

I agree to fulfill the above-stated fundraising goals to the best of my ability.

Board Member

Date