

ANNUAL FUNDRAISING PLANNER

YEAR OF

MONTH	FUNDRAISING ACTIVITY	COSTS	NO. STAFF HRS/VOL NEEDED?	EST.INCOME	NET INCOME	RESULTS FROM 2021	RESOURCES/ NOTES
JAN							
FEB							
MAR							
APR							
MAY							
JUN							
JUL							
AUG							
SEP							
OCT							
NOV							
DEC							
TOTAL							

ANNUAL FUNDRAISING PLANNER EXAMPLE

YEAR OF 2022

MONTH	FUNDRAISING ACTIVITY	COSTS	NO. STAFF HRS/VOL NEEDED?	EST.INCOME	NET INCOME	RESULTS FROM 2021	RESOURCES/ NOTES
JAN	<ul style="list-style-type: none"> Thank you letters and calls for donors and sponsors New Donor survey 	Staff: \$250	16/NO	\$0.00	-\$250		Collect donor/sponsor feedback on 2021 campaigns
FEB	<ul style="list-style-type: none"> Social Media Competition 	Staff: \$200, Prize: \$80, Marketing: \$150	15/NO	\$0.00	-\$430	300 followers	Start hashtag/viral video challenge? Organize raffle for prize
MAR	<ul style="list-style-type: none"> Spring Walk-a-thon 	Staff: \$400, Venue/signage: \$500, Entertainment: \$250, First Aid Tent: \$200, Advertising: \$300	40/YES	\$15,000	\$13,350	\$9,500	Use Dojiggy P2P software. Social media advertising campaign. contact local newspaper
APR							
MAY							
JUN							
JUL							
AUG							
SEP							
OCT							
NOV							
DEC							
TOTAL							