SAMPLE DEVELOPMENT PLAN

Note: All facts and figures are examples for your information

Organization Mission Statement
What you do best every single day

Organization Vision Statement
What or how you will deliver your mission

Annual Campaign Messages
How does the Annual Campaign help your camp achieve its vision?
What are you raising money for?

What does the Annual Campaign support?

Annual Campaign Goals
1) Financial: $1M
2) Non-Financial: 10% increase in number of donors giving to AC; 85% rate of retention from 2011AC.

Specific Annual Campaign Goals by Segment
(Don’t double count dollar-only participation. Each category is above the one below.)

1) Board
   a) Financial Goal: $100,000 (represents a 5% increase)
   b) Non-Financial Goal: 100% participation; 50% of Board at Major Gifts Level ($5,000)

2) Major Donors
   a) Financial Goal: $300,000 (represents a 5% increase)
   b) Non-Financial Goal:
      $25,000 – 4 gifts
      $10,000- 10 gifts
      $5,000 – 20 gifts

      50% of major donors are parents
      25 % of major donors are grandparents/alumni/alumni parents
      25% of major donors are community members

3) Repeat for other Key Segments
   a) Financial Goal: $150,000 ($50,000 from alumni, $100,000 alumni parents)
   b) 25% increase in updated alumni email addresses/contact information
Plan to Achieve Goals

1. Board
   a) Ask Strategy
   b) Participation
   c) Cultivation
   d) Timing
   e) Key Messages
   f) Stewardship
   g) Tracking/Evaluation

2. Major Gifts
   a) Ask Strategy
   b) Participation
   c) Cultivation
   d) Timing
   e) Key Messages
   f) Stewardship
   g) Tracking/Evaluation

3. Other Key Segments
   a) Ask Strategy
   b) Participation
   c) Cultivation
   d) Timing
   e) Key Messages
   f) Stewardship
   g) Tracking/Evaluation