

Fundraising Campaign Worksheet		
Campaign Element	What	For Your Campaign
Goals	How much do you want/need to raise? What are you raising money for?	Fundraising goal:
Timeframe	You'll need 1-2 weeks to get everything organized, 4-6 weeks to carry out the campaign, plus one week to wrap-up and evaluate.	Key Tasks to include on your timeline/plan:
		Set Goals:
		Create Gift Range Chart:
		Create web site/ materials:
		Recruit Team (optional):
		ID new prospects:
		Campaign Launch:
		Email/post updates (frequency):
	Wrap-up and Evaluation:	
Fundraising Team (optional)	Friends, classmates, colleagues, family members who can help spread the word about the campaign	Who to ask to join your fundraising team for this campaign:
Identify New Donor Prospects	Sources of names of new prospects:	Who to ask for new prospect names:
	People you come into contact with through your program work	
	Board	
	Staff	
	Volunteers	
	Current Donors	