

Tool 14: Annual Campaign Cycle

Here is an outline of the steps in an annual campaign.

PLAN THE CAMPAIGN

1. **Plan your revenue.** What is your total expense budget? How much revenue can you already count on from committed sources (government contracts, fee for service, multi-year grants)? The difference between those two is what you need to make up through fundraising.
2. **Set your fundraising goals.** Identify the dollar amount you need to raise. Develop a gift range chart to identify the number of individual donors at various giving levels whose collective gifts will add up to your total fundraising goal.
3. **Define your fundraising strategies to reach your goal.** Will you do an online social media push? Direct mail appeal? Large solicitation event? Major gifts? Combination of the above?
4. **Define the campaign timeline and roles.** Identify the number of staff, board, and volunteer hours you will need for each step in the campaign. Assign roles. Define a fundraising budget.
5. **Develop, design, and produce your solicitation material.** It should articulate your essential case for support and include targeted messages for key audiences.