## **CAMPAIGN PLANNING BUDGET**

	Year 1	Year 2	Year 3
Expenses			
Salaries & Benefits (65%)	\$ -	¢	۲.
Campaign Director	\$-	\$-	\$-
Asst. Direct. – Major Gifts Asst. Direct. – Pub./PR			
Administrative Support			
Research Manager			
Data Entry Manager			
Subtotal Salaries and Benefits	\$	- \$	- \$ -
Donor Recognition (20%)			
Named Elements	\$-	\$ -	\$ -
Donor Wall	Ψ	Ψ	•
Tribute Publications and Listings			
Acknowledgment Events			
-			
Subtotal Donor Recognition	\$	- \$	- \$ -
Marketing & Communications (10%)			
Audio/Visual	\$-	\$-	\$-
Website			
Printed Cultivation/Solicitation Materials			
Events/Functions			
Newsletter			
Subtotal Marketing & Communications	\$	- \$	- \$ -
General Operations (5%)			
Office and Supplies	\$ -	\$ -	\$-
Travel and Meals			
Miscellaneous			
Subtotal General Operations	\$	- \$	- \$ -
TOTAL EXPENSES	\$-	\$-	\$-
Projected Gift Revenue	Year 1 \$Goa	I Year 2 \$Goal	Year 3 \$Goal
Expense as % of Revenue		%	%
Total Budget	Total \$	7	
Expense as % of Total Budget		% %	%
Expense as % or rotal budget		70 9	″° %

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