

FUNDRAISING STRATEGIC TIMELINE - SAMPLE

	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
<b>I. Leadership</b>																		
Establish/confirm Board Development Expectations																		
Board Recruitment																		
Board Assessment and Vitalization																		
<b>II. Major Gifts</b>																		
Cultivate Identified Prospects																		
Prospecting for Protential Donors																		
Cultivation																		
Foundation Donors																		
<b>III. Development Staff and Volunteers</b>																		
Codify Annual Fund Policies and Practices																		
Hire Development Director																		
<b>IV. Annual Fund Raising</b>																		
Articulate Case																		
Annual Fund Mailings																		
Donor Recognition																		
Annual Report																		
<b>V. Organizational Visibility</b>																		
Note from CEO																		
Personal Notes from Board Members																		
<b>VI. System Procedures</b>																		
Update Donor Records																		
Confirm Gift Management Procedures																		