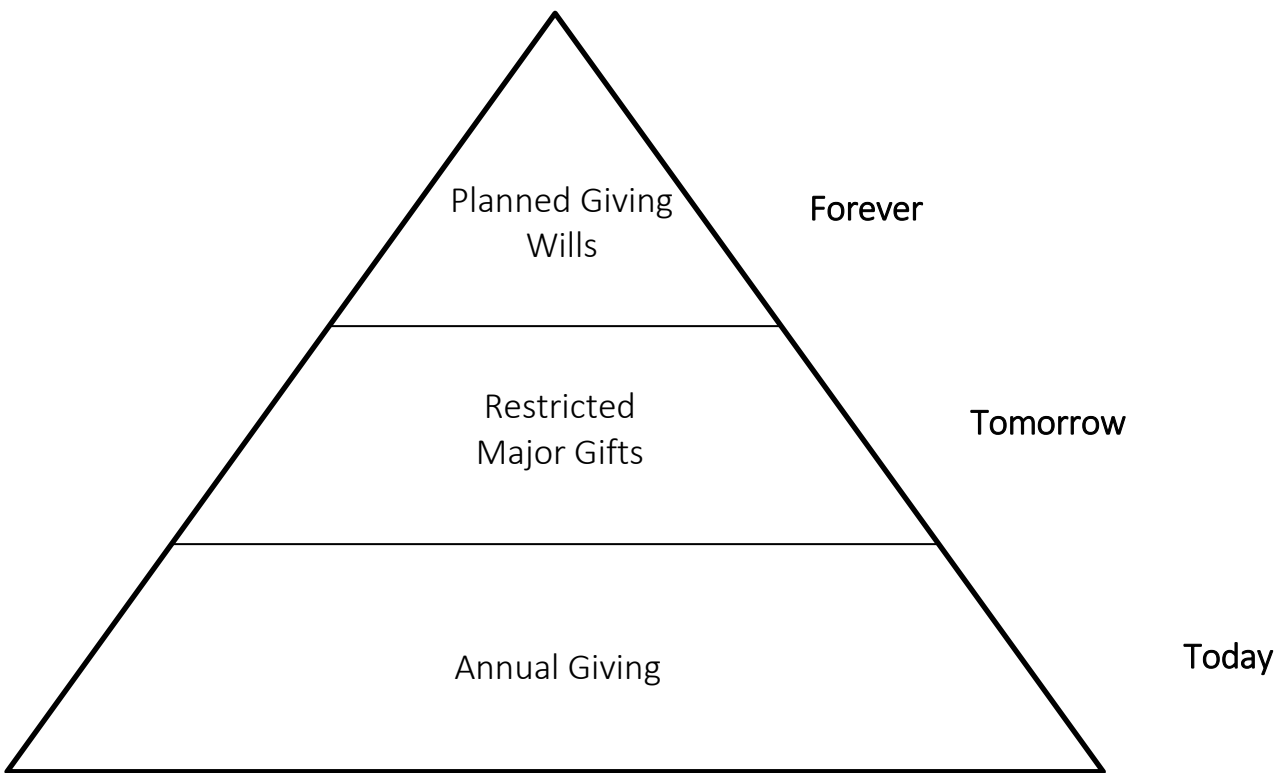


Additional Information – recorded on flip chart during session

Why Do People Give?

- Regard/respect for staff (#3)
- Personal connection
- Professional responsibility
- Passionate – believe in the organization’s mission (#1)
- “Asked”
- Tax deduction
- Feel good
- Give back
- Organization spends wisely (#2)



Sample Fundraising/Development Plan

There should be a narrative component, but also a detailed schedule. Especially if your organization is small, each task should be included on the schedule to ensure your goals can be accomplished in the available time frame.

Programs	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Program1	X	X	X									
Program2				X	X	X						
Program3							X	X	X			
Program4										X	X	X