

FINANCIAL OBJECTIVES							
EXPENSES			EXISTING RESOURCES				
Operating Budget	\$			Cash	\$		
Program Cost	\$			Grants	\$		
Program Cost	\$			Grants	\$		
Events	\$			Grants	\$		
Capital Projects	\$			Legacy Gifts	\$		
Proposed Programs	\$			Investments	\$		
SUBTOTAL	\$		<i>MINUS</i>	SUBTOTAL	\$	<i>EQUALS</i>	MINIMUM FUNDRAISING GOAL: \$
ANCILLARY OBJECTIVES							
	QUANTIFIABLE RESULTS				QUALITATIVE RESULTS		
Branding and marketing the organization							
Expanding donor base through new donor acquisition							
Retaining donors and/or members							
Cultivating current donors							
Attracting and developing volunteers							
Mining prospects for future giving							
Engaging base and constituents							
Establishing foundation for future capital or endowment campaigns							
Demonstrating organizational transparency							
Raising public profile							
Establishing Major Gifts program							
Expanding program(s)							
Increasing constituents or participants							
Additional staff							
Capital projects							
Introducing services							