

Fundraising Calendar

	GOAL	ACTUAL
TOTAL REVENUE	_____	_____
TOTAL EXPENSES	_____	_____
NET INCOME /(LOSS)	_____	_____

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

Notes

The steps for the annual planning is in your handout from the session. For this calendar exercise, please follow the steps below to ensure you create the most effective, efficient, and profitable programs you can each year.

1. Enter all the projects you currently utilize for fundraising.
2. Once entered, assess where they fall in your Fundraising tree. Is there anything you can modify, change or add to make them more successful?
3. In the months that you do not have anything scheduled, start to add some of the “low hanging fruit” or “ground fruit” type fundraisers.

Sometimes, the easiest, lowest cost fundraiser provides you with the greatest return, lowers burnout of members, and can increase exposure to your club.

Tips:

Keep the fundraiser fun - it is a touch point to the club and prospective members. Think like Disney and the “experience” . The greater the experience the greater the ROI and return donors, sponsors, and participants.