2012 Camp Wonderful Development Plan

**Total 2012 Fundraising Goal for Camp Kinder Ring = $114,000**

1. Today: Annual and Scholarship

**Overall 2012 Goal = $**

2011 results:

**Focus:** (Non dollars goals)

**Team Members:** name of volunteers (and staff) here

**Strategy:** (for example: Annual appeal letter, newsletter, phone-a-thon)

**Tasks and Time-line:**

List here for 2012

* + May 21- x
  + July 22 – Visiting Day Raffle
  + October - Write Annual Campaign letter
  + December –mailed & e-mail Annual Campaign Letter

**Costs/Budget:** $x (What you can spend in this area for postage, mailings, etc.)

2. Tomorrow: Capital and Major Gifts (not grants)

**2012 Goals: $**

2011 results: **$**

**Focus:** (non dollar goals)

**Team Members:**

**Strategy:**

**Tasks:**

* List here for 2012 (by month)
  + February - x
  + March 14th - x
  + April - x
  + May 10th - x

**Costs/Budget: $**

3. Legacy

**2012 Goals**

* 25 more Letters of Intent
* Sustainability plan in place

2011 results: 50 LOI

**Focus:** Stewardship

**Team Members:**

**Strategy:**

**Tasks:**

* List here for 2012 (by month)

**Costs/Budget: $1000**

How much money needs to be spent to raise this money? What is the budget for things like:

4. Alumni Outreach

**2012 Goals**

2011 Results

**Focus:** Friends For Life

**Team Members:**

**Strategy:**

**Tasks:**

**Costs/Budget:**

Other

Board Giving Campaign

Optional : Create a calendar that pulls together all the parts.