

## Annual Fundraising Plan

### Pearly Whites Community Dental Clinic

<b>Source of Funds</b>	<b>Fundraising Goals</b>	<b>Activities</b>	<b>Staff Person Responsible</b>
<b>Contributions from individuals</b> major donors (donations of \$500 or more)	Increase number of donors from 4 to 8; increase total donations from \$4,000 to \$8,000	Ask at least 30 community philanthropists to become major donors	Development director, executive director, and board
<b>Contributions from individuals</b> other donors (donations of less than \$500)	Increase number of donors from 150 to 200; increase total donations from \$5,000 to \$7,500	Identify current donors giving at least \$200; request that they become major donors  Increase number of names in donor database by obtaining at least five additional names from each board member	Development director
<b>Contributions from businesses</b>	Increase number of donors from 15 to 25; increase total donations from \$3,000 to \$6,000	In solicitation letter to current donors, request that they increase the amount of their donations  Increase number of names in donor database by obtaining at least five names of business contacts from board members and staff	Development director, clinic staff, and board
<b>Contributions from board members</b>	Increase total donations by 25%	Board chairperson asks each board member to increase donation level	Board chairperson
<b>Contributions from the dental community</b> (dental society and individual dentists)	Increase number of donors from 25 to 35; increase total donations from \$4,000 to \$7,000	Have board members and staff who are dental professionals contact dentists who have not yet donated  In solicitation letter to current donors, request that they increase the amount of their donation	Board, clinic staff, and development director
<b>Contributions from faith-based organizations</b>	Gain donations from three faith-based	Send solicitation letter to all faith-based organizations in the community	Development director

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	organizations		
<b>Public funding sources: grants and contracts</b> (city, county, federal)	Maintain same funding level even under poor economic conditions	Submit annual applications for funding from these sources  Submit applications for new funding, if opportunities exist	Development director
<b>Foundation grants</b> (corporate and public)	Raise \$100,000 to maintain school-based program	Submit one grant application for continuation funding and three grant applications for new funding from two different foundations	Development director
<b>Service fees</b>	Raise \$15,000 through increases in patient-care fees	Raise fees for self-pay patients by 10%	Development director, executive director, and board
<b>Fundraising event</b> (golf tournament)	Increase profit from \$15,000 to \$25,000	Increase registration fee to \$500; attract 15 additional golfers by encouraging current players to recruit a friend	Development director and golf event consultant
<b>Fundraising event</b> (human race)	Increase donations from \$2,000 to \$3,000	Recruit five additional participants; increase amount of total pledges to \$3,000	Development director
<b>Fundraising event</b> (quiz night)	Increase profit from \$1,500 to \$3,000	Recruit three additional tables @ \$500 per table	Development director