

Sample Fundraising Calendar (Individual Giving)

<u>Month</u>	<u>Fundraising Activity</u>	<u>\$ Goal</u>
January	Fundraising Strategy Session (commit to events, activities and goals for the year.)	
February		
March	SPRING APPEAL letter *Follow-up meetings with “major donors” and “potential major donors”	\$3,000
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April		
May	WALKATHON	\$5,000
June		
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July		
August		
September	HOUSE PARTIES (3 at volunteers’ homes raising \$3,000 each)	\$9,000
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October		
November	HOLIDAY ONLINE AUCTION	\$3,000
	YEAR-END Appeal letter *Follow-up meeting with “major donors” and “potential major donors”	\$5,000
December	Continue follow-up meetings with “major donors” and “potential major donors”	
<u>Individual Fundraising Goal Total:</u>		<u>\$25,000</u>