**What Happens Before A Campaign Begins Is Far More Important Than Actually Conducting That Campaign**

# --Planning Is Everything--

A fund-raising campaign must be a plan, within a plan, within a plan.

Each ***campaign plan*** works within the ***general development plan,*** which in turn must fit into the organization's ***strategic plan.***

A campaign plan that is not in accord with the general development plan may make its goal, but it may also "poison the well" for other fund-raising efforts. A general development plan that has not been created within the context of an organization's strategic plan may outline a valid theory for acquiring contributed income, but it will probably lack the content necessary for successful implementation

# Basic Outline Of A Fund-Raising Plan

* Goals and objectives for acquiring new donors and increased gifts
* Achievable goal
* Strong volunteer leadership
* Compelling case for support
* Campaign plans of action and time-lines
* Promotional and solicitation materials
* Involved and enthusiastic solicitation teams
* Donor benefits, recognition and rewards Staff support
* Realistic budget