2023 NHMC Fundraising Plan	145,000.00									
Category	**Goal**	**Actual Expense**	**2022 Budget Allocated**	**Calendar Timing**	**Tasks**	**Who**	**Date Due**	**Resources**	**Date Completed**	**Notes**
Annual Spring Appeal	**$15,000**									
					Scrub Database					
					Write/Edit Letter					
					Secure Print Quotes					
					send database to printer					
					Print/Mail Letter					
					Record Gifts as received					
					Send acknowledgements within 30 days					
Annual Fall Appeal	**$15,000**									
Individual (Major) Gifts ($10K+)					Pull Top 25-50 All time high Donorslist			Strong Resource Group		
					Brainstorm additional prospects					
					send Letter with notes from Chair to top 50					
					Follow up calls to top 50 (letter)					
					Research new Prospects			Strong Resource Group		
					Make Asks			Strong Resource Group		
					Calls to donors within 24 hours			Strong Resource Group		
					Send Acknowledgements			Strong Resource Group		
					Steward Donors with regular updates					
Grants	**$35,000**									
					Research for available Grants					
					Build Grant Cycle Tracker	Cheryll	ongoing			
					Apply for Grants	Cheryll	ongoing			
					Track awarded grants/submit results	Cheryll	ongoing			
Sponsorship	**$25,000**				Build Sponsorship Benefit Schedule	CA/JB		3/8/21		3/8/21
see additional tab/worksheet					Research Prospects	JB				
					Build Sponsorship Tracker	CA/JB				
					Cultivate Prospects in the Pipeline					
					Ask for Sponsorships					
					Fulfill Sponsorship Benefits					
					Build ROI booklets					
					Share ROI results with Sponsors					
					Renew Previous Sponsors					
Fundraising Events (not appeal)	**$25,000**									
Giving Tuesday										
Year End Appeal										
NH Gives										
Concert Revenue	**$30,000**									
program ads	**15,000**									
ticket	**15,000**									