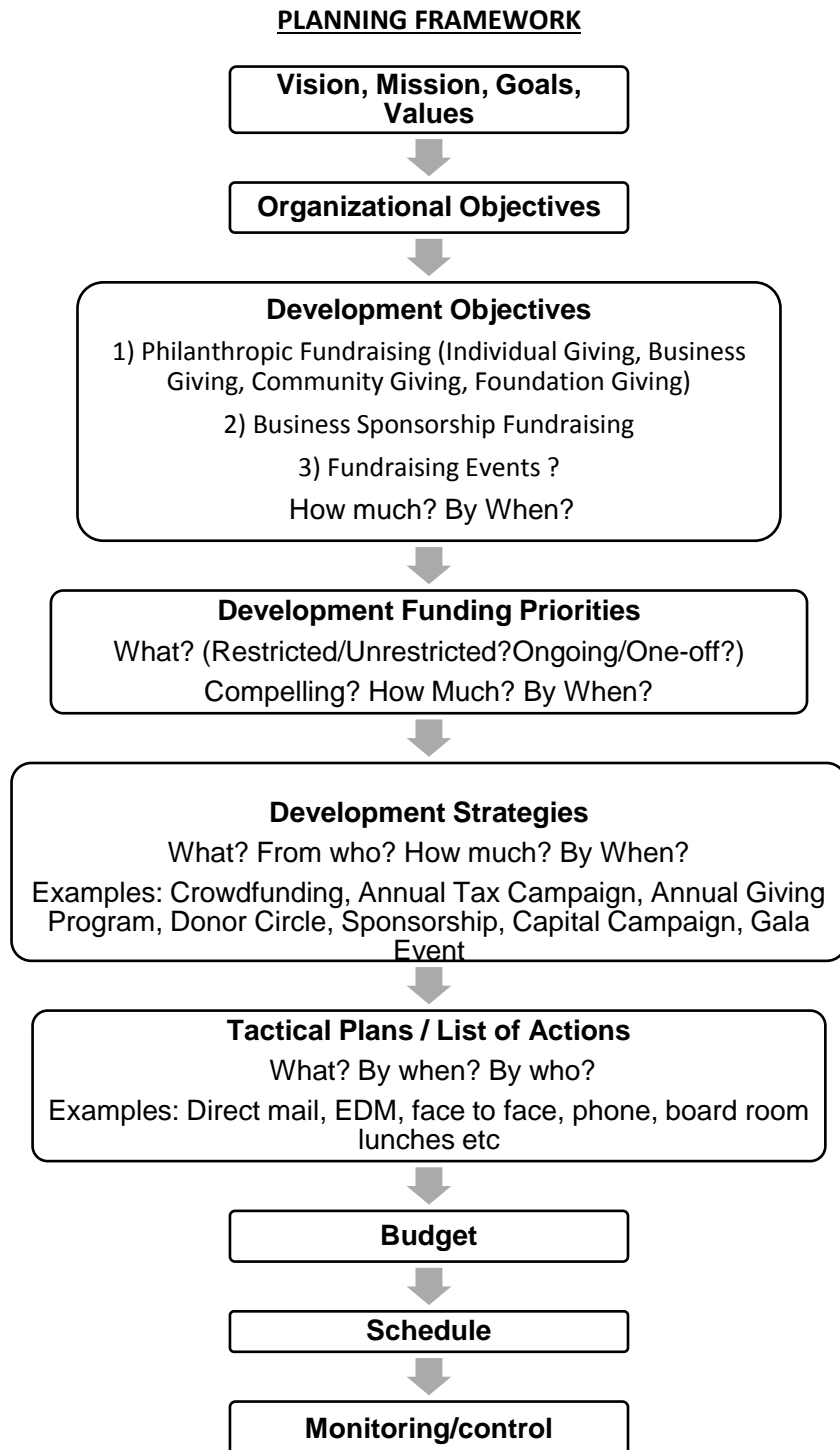


## DEVELOPMENT PLANNING

- Have you conducted a fundraising audit?
  - How development ready are you?
  - Previous fundraising efforts? What's worked and what hasn't?
  - What do you have to help attract and retain donors?
  - What do you have to help attract and retain sponsors?
  - Development strengths, weaknesses, opportunities and threats?
  
- Have you identified the funding priorities for Development?
  - What are they?
    - Unrestricted?
    - Restricted? E.g. Special Project, Program, Scholarship, Internship, Capital Works, Equipment etc
  - Is the need one off or ongoing?
  - How much is needed? \$
  - By when?
  - Who is likely to provide support?
  
- Do you know what strategies and actions/tactics you will apply in relation to the available Development Approaches
  - 1) Philanthropic Fundraising (Individual Giving, Business Giving, Community Giving, Foundation Giving,)
  - 2) Business Sponsorship Fundraising
  - 3) Fundraising Events ?

How much can be raised, from who, by when?

- Now set your your overarching development objectives in relation to:
  - Development readiness
  - Development approaches (as above) How much? By When?



Please note: In addition to this plan you may need Sub-plans for specific Development Programs. Donor stewardship plans or sponsorship servicing plans should be also be considered for specific Development Programs.