

Fundraising Planning Template

Use this template to itemize your nonprofit fundraising data to lend support to your fundraising strategy.

FUNDING INCOME/ EXPENSES BY SOURCE

SOURCE	TYPE	LAST YEAR		CURRENT YEAR		NEXT YEAR	
		Income	Expense	Income	Expense	Income	Expense
Individuals	Annual Funds						
	Major Gifts						
	Online						
	Direct Mail						
	Events						
Foundations							
Corporations							
Events							
Other							
TOTAL							

FUNDRAISING METRICS

CATEGORY	LAST FISCAL YEAR	CURRENT FISCAL YEAR	NEXT FISCAL YEAR
Total Number of Donors			
Total Number of New Donors			
Total Number of Lapsed Donors			
Average Gift Amount			