



# Developing a Great Fundraising Plan

Here's how to succeed at implementing a fundraising plan for your organization.

By Terrence Fernsler

## Nonprofit Essentials: The Development Plan

By Linda Lysakowski. 238 pages. Softcover. John Wiley and Sons, [www.wiley.com](http://www.wiley.com).

Many development officers feel they don't have time to create a development plan. Too frequently they're hired after an organization has already taken on fundraising projects with well-intentioned—but often misguided—direction from volunteers, the board, or the executive director.

Then they're pulled in multiple directions. They scramble to organize events, write grants, and handle new fundraising activities to meet deadlines. Many things get left undone. Linda Lysakowski emphasizes that the way to avoid this chaos and create a high-functioning development program is to plan.

She explains who needs to be involved in creating an

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organization's development plan, and how. Including program staff in the planning process will illuminate how helpful they can be, and will make them allies in the plan's implementation.

Lysakowski presents planning and evaluation forms that will be very helpful. Working from the organization's overall strategic goals for development—right down to a detailed list of every task, when to complete each, and who is responsible—vastly improves the development effort. A good plan will build in accountability and serve as the basis for the next plan. It will include goals for each activity and outline every step to achieve them.

In *Nonprofit Essentials: The Development Plan*, Lysakowski covers development planning thoroughly without being tedious. The bulk of fund development work is preparation, so planning really can advance your efforts. Using this book as a guide can insure that your organization has a usable, understandable development plan to further your mission by raising support in a systematic, predictable manner. ■

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## Involving the Board in Raising Funds: Key Factors

As part of a successful fundraising plan, be sure all board members commit to doing the following:

- **Make planned gifts** to the organization.
- **Identify potential donors** for the organization.
- **Host cultivation events** for donors in their homes or at the organization's facilities.
- **Solicit prospective donors**, or open doors for the organization to solicit such donors.
- **Demonstrate 100% commitment** to the annual fund.

—adapted from *Nonprofit Essentials: The Development Plan*

