**Fundraising Plan Example**

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| Strategy | Description | Target Audience | $ Goal | Cost | Person Responsible | Deadline |
| Campaign | Vaccination education campaign for behavior change | Pharmaceutical companies, Donor and implementing agencies working in MNCH, Foundations working in MNCH and individual donors | $30,000 USD | $100 –Website  $0—Emails  $200—Posters | Samantha Seltzer | January 2016 |
| Membership Fees | SBCC Membership to access medical and health journals related to SBCC | SBCC organizations and practitioners | $50/mo –individual Membership fee  $150/mo—Group Membership fee | $500 –Website and print journals | Kevin Smith | December 2015 |
| Direct Mail | Reach out to potential donors for general support | SBCC Organizations and practitioners | $40,000USD | $0 | Jane Henderson and Kate Stevens | December 2015 |
| Major Gifts | [[1]](#footnote-1)Cultivate and ask for major gifts | Current and prospective major donors | $10,000 USD | $0 | Leila Jensen | February 2016 |
| Online Giving | Raise money online | Current and prospective major donors | $20,000 | $0 | Jane Brown | February 2016 |

1. [www.slideshare.net](http://www.slideshare.net) [↑](#footnote-ref-1)