

Introduction to Fundraising Planning

Case Study: Youth for Community Action

Summary of Fundraising Strategy

Individual Supporters		
a. 20 Large contributions @ \$250.00/each	=	\$5,000.00
Institutional Supporters		
a. Foundations	=	\$30,000.00
b. Corporations and businesses	=	\$3,500.00
c. Government	=	\$4,000.00
d. Other: Future Youth In-Kind Contribution	=	\$15,000.00
	Subtotal =	\$52,500.00
Membership Program		
a. 50 Memberships @ \$50.00/each		\$2,500.00
Other Fundraising Support		
a. 3 Special events @ \$1,000.00/each		\$3,000.00
Earned Income		
a. 20 @ \$250 Fees for Summer Camp		\$5,000.00
	Total =	\$68,000.00