

FUNDRAISING ACTION PLAN OF BDO

Strategy	Goal(s)	Who	November	December
<b>A. STAFF FRIENDS</b> <b>LOCAL</b> 1. New - Friends Asking - Friends cultivation and asking 2. Renewals/Previous year <b>ABROAD</b> 1. New - Friends Asking - Cultivation and asking <b>B. BOARD and FRIENDS</b> 1. Board 2. Board Friends	#26/Birr ---- #15/Birr ---- #6/Birr ---- #1/Birr --- #6/Birr --- #4/Birr --- #4x3/Birr ----	Staffs, board members and committee	Action Steps 1. Coordinate the preparations with staffs, boards and committee members <ul style="list-style-type: none"> <li>• Meet with board and committee</li> <li>• Share plan and materials</li> <li>• Get feedback and adjust activities</li> <li>• Organize office</li> <li>• Finalize preparations</li> </ul>	Action Steps 2. Cultivate/Solicit or ask <ul style="list-style-type: none"> <li>• Research addresses of prospects</li> <li>• Cultivate using SMS, calls, letters, emails, face to face</li> <li>• Share promotion materials</li> <li>• Do follow ups, thank prospects, send reports</li> </ul>
<b>C. FAMILY / FRIENDS</b> <b>LOCAL</b> 1. Cultivation 2. Solicitation / asking <b>ABROAD</b> 1. Cultivation/asking	#3/Birr ----- #8/Birr ----- # 2/Birr -----	Staffs, board members and committee Staff & volunteers		
Total Income	15000 000.00			

