

Sample of Development Goals

Goal:

- To increase the donor base

Objectives:

- Seek 100% support among senior class parents by _____
- Increase annual giving donor pool by 10% by _____
- Increase alumni participation to 45% by _____
- Increase parent participation to 95% by _____
- Successfully seek gifts from 100 SYBUNTS by _____
- Achieve five new foundation grants by _____
- Offer donors who have made multi-year annual giving pledges during the campaign the opportunity to continue multi-year pledging by _____

Goal:

- To increase total voluntary support for the school

Objectives:

- Achieve annual giving goal of \$1,000,000 by _____
- Raise an additional \$5,000,000 in pledges and gifts for capital campaign by _____

Goal:

- To increase level of professionalism and efficiency within the Development Office

Objectives:

- Review goals and objectives quarterly by no later than _____
- Evaluate program at year-end by no later than _____
- Send each staff member to one conference, which s/he will summarize in writing for the entire staff by _____
- Update job description for each staff member by _____
- Institute policy for dealing with the media and the constituency in a crisis by _____
- Develop a five-year plan for equipment upgrade by _____
- Upgrade computer literacy of each staff member by _____

Goal:

- To communicate effectively with the entire constituency

Objectives:

- Publish magazines in September, January, and April
- Publish campaign newsletters in November and May
- Communicate once per month at minimum with annual giving volunteers, alumni class secretaries, the Alumni Board, and the Board of Trustees
- Publish a new school calendar featuring student art by _____

Goal:

- To provide high quality cultivation activities

Objectives:

- Host four regional reunions by _____
- Publish a directory for alumni by _____
- Institute an alumni internship program in the Development Office by _____
- Create two new events for young alumni by _____
- Continue to upgrade existing alumni events by _____
- Identify additional school events, which might benefit from alumni involvement by _____
- Evaluate establishment of a Board of Visitors by _____
- Organize weekly Headmaster lunches with top prospects by _____
- Organize one personal cultivation contact per week for each member of the staff by _____

Goal:

- To recognize and appreciate donors and volunteers

Objectives:

- Publish annual report by _____
- Invite all \$10,000 and above donors to a November party
- Invite all fundraising volunteers to an appreciation party in December
- Send leadership donors a gift from the Headmaster at Christmas
- Send leadership donors a written report on the use of their gifts by _____

Goal:

- To create a new stewardship program

Objectives:

- Describe program in writing by _____
- Assign roles to staff members, Headmaster, and trustees by _____
- Develop a system to monitor and evaluate success by _____
- To better articulate role of development within the school community by _____
- Share weekly development staff meeting minutes with Headmaster by no later than _____
- Send one development staff member to each faculty meeting beginning _____

- Send each development staff member to one non-development school activity per week beginning _____
- Send development representative to each Parents Association meeting beginning _____
- Send annual letter to faculty regarding development program by _____
- Make two presentations per year to the faculty on the development program
- Make two presentations per year to the Alumni Board on the development program

Goal:

- To raise donor sights through leadership giving

Objectives:

- Solicit all remaining capital campaign leadership prospects for gifts of at least \$10,000 by _____
- Solicit all previous annual giving donors of \$500 and above (who have not been approached during the capital campaign) for gifts of at least \$10,000 by _____
- Ask all previous annual giving donors in the leadership category for increased gifts by _____
- Add 100 donors to top annual giving gift club by _____