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Description automatically generated{NAME OF ORGANIZATION}

DEVELOPMENT DEPARTMENT WORKPLAN

FYXX

**STRATEGIC PRIORITIES** (based on or directly tied to the latest strategic plan)

1. Strategic priority #1 in strategic plan
2. Strategic priority #2 in strategic plan
3. Strategic priority #3 in strategic plan
4. Strategic priority #4 in strategic plan
5. Strategic priority #5 in strategic plan

**DEPARTMENT LEADERSHIP**

List names of Development Department key leadership staff

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Critical Functions** | **Key Objectives** | **Strategic Priorities Impacted (#)** | **Measurement (goals)** | **Timeframe** | **Responsible staff member(s)** |
| For example: meet/exceed the FYXX budgeted goals, focusing on a stretch goal of X% over budget.  Build a sustainable and growing source of diversified revenue. |  |  |  |  |  |
| **Critical Functions** | **Key Objectives** | **Strategic Priorities Impacted (#)** | **Measurement (goals)** | **Timeframe** | **Responsible staff member(s)** |
| Direct Response and Online fundraising |  |  |  |  |  |
| Institutional Giving |  |  |  |  |  |
| Planned Giving/Legacy Gifts |  |  |  |  |  |
| Capital Campaign |  |  |  |  |  |
| Major Gifts |  |  |  |  |  |
| Special Events |  |  |  |  |  |
| Board/Volunteer Leadership & Development |  |  |  |  |  |
| Department Systems |  |  |  |  |  |

**How to use the Development Department workplan template**

This template is to be used as a planning tool by the Development Department and should tie directly to the *relevant* strategic priorities of the organization.

* The department should list at all the key objectives of each critical function e.g. Direct Response: For example, one of the key objectives may be to increase direct response fundraising revenue with an aggressive direct mail solicitation schedule, reinforced with telemarketing and on-line initiatives.
* For each key objective, **specific and measurable** goals should be determined and set.
* A timeframe for reaching this fundraising goal should be specified.
* The key staff members responsible for each critical function should be identified.

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Description automatically generatedNeed help or just want to talk it through? Contact us at [sgardner@myphilanthropyteam.com](mailto:sgardner@myphilanthropyteam.com). We love helping you make the world a better place for all!