

Development Action Plan

Activity	By Who	By When	Resources Needed	Results
<u>Cultivation</u>				
Identify target prospects				
Rate target prospects				
Assign Board/staff to approach target prospects				
Other:				
<u>Preparation</u>				
Database up-to-date				
Budget and project information				
Case statement				
Sponsorship levels and benefits				
Print materials compelling				
Calendar of activities clear				
Board/staff training				
Other:				
<u>Solicitation</u>				
Make appointments				
Make the pitch				
Follow up				
Other:				
<u>Stewardship</u>				
Immediate thanks				
Donor visibility				
Ongoing communication				
Other:				