

Sample Monthly Fundraising Report

Report Date: 20-Sep-13
Fiscal Year: April 1, 2013 thru March 31, 2014

NOTE: All data here is fictitious - for example only

Summary:

Annual Fund Goal:	\$750,000
Amount Raised to Date:	\$346,200
Balance to be Raised:	\$403,800
Percentage Raised:	46%

Next Steps:

Goal for Face to Face Meetings This Month	24
Goal for Foundation Applications this Month	2
Goal for Public Funding Requests this Month	3
Annual Appeal Letter Out	by October 15
Annual Auction	January 18th

Gifts by Source

	Revenue Source	Goal	Raised to Date	Balance to Raise	% Raised
GOAL \$750,000	Board	\$15,000	\$15,000	\$0	100%
	Major Gifts (\$500 +)	\$525,000	\$222,350	\$302,650	42%
	Members (under \$500)	\$75,000	\$20,000	\$55,000	27%
	Special Events	\$20,000	\$16,850	\$3,150	84%
	Businesses	\$15,000	\$12,000	\$3,000	80%
	Foundations	\$25,000	\$15,000	\$10,000	60%
	Public Funds	\$75,000	\$45,000	\$30,000	60%
	GRAND TOTAL:	\$750,000	\$346,200	\$403,800	46%

Gifts by Giving Level

	# of Gifts	Gift Amount	Total Gifts Per Category	# of Prospects	# of Gifts To Date	Amount Raised at This Level	Balance to Be Raised at This Level	% Raised at this Level
Major Gifts 80% of Goal	2	\$100,000	\$200,000	4	1	\$100,000	\$100,000	50%
	4	\$50,000	\$200,000	6	2	\$100,000	\$100,000	50%
	5	\$25,000	\$125,000	9	2	\$50,000	\$75,000	40%
	7	\$10,000	\$70,000	5	3	\$30,000	\$40,000	43%
	9	\$5,000	\$45,000	13	3	\$15,000	\$30,000	33%
	20	\$1,000	\$20,000	35	12	\$12,000	\$8,000	60%
Community Gifts 20% of goal	30	\$500	\$15,000	50	21	\$10,500	\$4,500	70%
	200	\$100	\$20,000	145	28	\$2,800	\$17,200	14%
	750+	up to \$100	\$55,000	1,500	2	\$25,900	\$29,100	47%
TOTAL:	1000+		\$750,000	1,767	74	\$346,200	\$403,800	46%

Additional Goals - A place to measure whatever else is important to your organization

	Goal	Actual to Date
Number of New Donors	150	64
Renewal Rate (% who gave last year and renewed this year)	72%	33%
Thank You Turn-Around Time	3 days	about 5 days
Total # of Planned Gifts	50	22