

Fundraising Plan Revision for 1/20/2011 SS Board Meeting

Category	Original Annual Goal	May-Dec 2010 Revenue (est'd)	Jan-Jun 2011 Goal	Revised Annual Goal	Notes
Membership	\$18,000	\$10,700	\$5,000	\$15,700	Effort will benefit from matching donations
Major indiv. donors	\$24,000	\$5,000	\$10,000	\$15,000	5k from PoP. Plan for 10k match to drive membership
Corporate donations	\$60,000	\$0	\$30,000	\$30,000	Assumes 20k PWC, 10k from other sources
Special events	\$23,000	\$9,100	\$8,000	\$17,100	FSU 2200, RSS 4100, PoP 2800. Goal: UFT 2k, FR prty 6k
Board giving	\$4,000	\$2,040	\$2,000	\$4,040	2000 collected, 2000 remains
Special appeals	\$2,000	\$0	\$2,000	\$2,000	Other orgs FR for SS - earth days at schools...
Miscellaneous	\$1,200	\$0	\$0	\$0	Spkg honorariums, tshirt sales, etc.
TOTAL	\$132,200	\$26,840	\$57,000	\$83,840	