



{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)
<p>For example:            meet/exceed the FYXX budgeted goals, focusing on a stretch goal of X% over budget.</p> <p>Build a sustainable and growing source of diversified revenue.</p>					

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.

Need 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!