

Spring2ACTion

Presented by ACT for Alexandria

Your Customized 2019 Spring2ACTION Plan

1. SETTING GOALS

Donation purpose: _____

Revenue goal: _____

Donor count goal: _____

Engagement goal: _____

2. ENLISTING THE TEAM

Staff engagement: _____

Board engagement: _____

Free Agent Fundraisers: _____

Matching donors: _____

Volunteers: _____

3. DETERMINING LISTS AND DISTRIBUTION CHANNELS

Previous S2A donors: _____

Constituent types: _____

Distribution channels: _____

4. CRAFTING CONTENT

Key messages: _____
