

FUNDRAISING

Program Development Plan 2026

	Phase	Dates	Focus
OFF-SEASON	Base	Apr 1 – Apr 4	Fundraising review (upon conclusion of postseason), donor database audit, annual giving report
	Cycle 1	Apr 5 - May 2	Annual fundraising plan development , booster club structure setup, sponsorship prospect list, camp planning begins
	Cycle 2	May 3 - May 23	Community partnership outreach, alumni network identification, summer camp promotion, booster club membership drive
	Assessment 1	May 24 - May 30	Fundraising goal check, sponsorship commitment review, camp registration tracking
	Cycle 3	May 31 - Jun 27	Summer camp execution, community partnership meetings, golf tournament planning, alumni engagement outreach
	Cycle 4	Jun 28 - July 25	Golf tournament execution, showcase event planning, booster club events, donor cultivation meetings
	Assessment 2	July 26 - Aug 1	Summer fundraising recap, camp revenue review, golf tournament results, fall event planning
PRE-SEASON	Cycle 5	Aug 2 - Sept 5	Fall sponsorship push, booster club kickoff event, alumni welcome-back outreach, showcase event promotion
	Cycle 6	Sept 6 - Oct 17	Showcase event execution, community partnership activations, booster club engagement, homecoming donor events
	Assessment 3	Oct 18 - Oct 24	Fall fundraising progress review, sponsorship fulfillment check, donor retention tracking
IN-SEASON	Cycle 7	Oct 25 - Nov 28	Game-day fundraising activations, year-end giving campaign launch, alumni game-day hospitality, booster club recognition
	Cycle 8	Nov 29 - Dec 26	Year-end giving push, holiday donor appreciation, annual fund campaign, corporate sponsorship renewals
	Assessment 4	Dec 27 - Jan 2	Year-end fundraising totals, donor acknowledgment review, spring event planning
	Cycle 9	Jan 3 - Feb 20	Spring sponsorship outreach, camp early registration launch, alumni engagement events, booster club planning for next year
POST-SEASON	Cycle 10	Feb 21 - Mar 20	Postseason donor engagement, spring camp promotion, community partnership renewals, fundraising wrap-up
	Transition	Mar 21 - Mar 31	Annual fundraising summary (upon conclusion of postseason), donor thank-you campaign, next-year fundraising framework