

## **CFL Annual Program Plan Summary – FY 2026**

### **Development**

#### **Mission Alignment:**

The development department advances the mission of Champions For Learning to serve as a catalyst for educational success by investing in Collier's students and educators by implementing strategic fundraising initiatives to raise funding that supports the organization's program and administrative needs.

#### **Program Objective:**

Generate at least **\$3.5 million in philanthropic revenue** in FY26 through a balanced development strategy that includes major gifts, direct mail, digital campaigns, grants, and special events. This objective supports Champions For Learning's mission by engaging a diverse donor base, deepening stewardship, and expanding community partnerships.

#### **Key Performance Indicators (KPIs):**

Dollars raised

Number of donors

Number of new donors

Number of Lapsed/Lapsing donors reactivated

Donor retention rate

#### **Quarterly High-Level Goals:**

##### **Q1:**

- Classroom Grants Fundraising Campaign
- Create FY26 Direct Mail Calendar
- Event Sponsorship Slick

##### **Q2:**

- Fall Digital Appeal
- Impact Report and Year End Giving Direct Mail and Digital Campaign
- Luminary Circle Luncheon Event

##### **Q3:**

- Night For Champions Event
- Spring Appeal Direct Mail Campaign

#### **Q4:**

- Golden Apple Celebration of Teachers Event
- End of Fiscal Year Digital Appeal

#### **Ongoing throughout all quarters:**

- Stewardship
- New Prospect Research
- Database Management
- Grant Application/Reporting Tracking
- Marketing/Digital Fundraising Tracking

#### **Summary:**

The FY26 Development Plan outlines a strategic fundraising plan to support the organizational priorities of Champions For Learning. The plan is structured around deliverables across core development areas: **Major Gifts & Planned Giving, Annual Giving & Digital Fundraising, Grants, Special Events, and Development Operations**. The plan serves as a strategic blueprint for Champions For Learning to achieve its fundraising goals and build a sustainable financial foundation. Through data-informed decision making, the components of the plan may be adapted to best suit the organization's financial needs in carrying out its mission.