

## Sample Planning Matrix for Program Fundraising

	In Use	Possibility		
		↑	=	↓
<b>SCHOOL / DISTRICT FUNDS</b>				
School Budget				
Food and Nutrition Services Budget				
PTA/PTO				
Tuition/Fees				
<i>Other:</i>				
<b>SUPPORT FROM INDIVIDUALS</b>				
Direct Mail				
Memberships				
Events / House Parties				
Annual Gifts				
Multi-year pledges				
Crowd-funding online				
Volunteering				
In-kind donations				
<i>Other:</i>				
<b>FOUNDATIONS</b>				
Regional Foundations				
Family/Community Foundations				
Large/national Foundations				
Corporate-based foundations				
<i>Other:</i>				
<b>LOCAL BUSINESSES / CORPORATE SUPPORT</b>				
Sponsorships				
Restaurants / Retail				
In-kind donations				
Matching donations				
<i>Other:</i>				
<b>GOVERNMENT</b>				
Federal Grants / Contracts				
State Grants / Contracts				
Local Grants / Contracts				
Taxes				
Bonds				
<i>Other:</i>				
<b>EARNED REVENUE</b>				
Product Sales				
Consulting				
Fees for services				
<i>Other:</i>				