

**SAMPLE Organization # Anniversary Plan**  
**Anniversary date:** *September 20, 1969 - September 20, 2019*  
**Celebration Timeframe:** *2019*  
*(Samples in Italics)*

**Overall Anniversary Goal:** Leverage 50<sup>th</sup> Anniversary to deepen relationships with top supporters and broaden our brand to members, clients and the environmental community

**Anniversary target audiences:** *1) (list each audience you want to engage separately and define in detail such as: 1) Board members (both current and past) 2) Donors of all levels, etc.)*

<p><b>Goal 1:</b> <i>(Focus on three goals (what are your key desired results); such as "Secure \$50,000 for 50<sup>th</sup> Anniversary Fund from current and expanded donor base")</i></p>	<p><b>Goal 2:</b></p>	<p><b>Goal 3:</b></p>
<p><b>Objective:</b> <i>(a more detailed version of your goals)</i>  <i>(Sample:</i></p> <ul style="list-style-type: none"> <li>• <i>Reach current and past board members through events, letter of invite to anniversary event and personal visits</i></li> <li>• <i>Create a social media campaign to "tell your story" with our organization</i></li> <li>• <i>Identify top 50 lifetime donors assuring at least 80% have a face to face engagement</i></li> </ul>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>•</li> </ul>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>•</li> </ul>
<p><b>Success is Measured by:</b> <i>(How will you know you have achieved the desired outcomes?)</i>  <i>(Sample:</i></p> <ul style="list-style-type: none"> <li>• <i>Current and past board members and top 50 donors are personally solicited by November 30, 2019</i></li> </ul>	<p><b>Success is Measured by:</b></p> <ul style="list-style-type: none"> <li>•</li> </ul>	<p><b>Success is Measured by:</b></p> <ul style="list-style-type: none"> <li>•</li> </ul>

<ul style="list-style-type: none"> <li>• <i>Social media campaign secures 50 new donors</i></li> <li>• <i>\$50,000 anniversary fund is secured by December 2019</i></li> </ul>		
<p><b>Strategies:</b> (How will you reach your goals?)</p> <p>(Sample:</p> <ul style="list-style-type: none"> <li>• Identify from past annual reports board members from past years and create current contact list</li> <li>• Determine top 50 living lifetime donors to honor during spring celebration and solicit for anniversary fund in fall</li> <li>• Conduct a social media campaign plan</li> </ul>	<p><b>Strategies:</b></p>	<p><b>Strategies:</b></p>
<p><b>Strategies across all three goals:</b></p> <ul style="list-style-type: none"> <li>• <i>Brand:</i> <ul style="list-style-type: none"> <li>○ <i>Create an Anniversary-Year branding logo and messaging</i></li> <li>○ <i>Launch integrated marketing and PR strategies that engage and drive interest in the “tell your story” campaign</i></li> </ul> </li> <li>• <i>Maximize annual events to reach key audiences in order to:</i> <ol style="list-style-type: none"> <li>1. <i>share history and vision for the future</i></li> <li>2. <i>deepen engagement</i></li> <li>3. <i>create opportunities to give to the Anniversary Fund</i></li> </ol> </li> <li>• <i>Utilize existing lines of communication and education with a focus on our anniversary theme for the year: special anniversary web page; quarterly President’s newsletter; monthly history to the future emails; etc.</i></li> </ul>		

<b>Tactics:</b> <i>(What is the action needed to carry out your strategies- go strategy by strategy to layout what you need to do to achieve each strategy)</i>		
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<p>Samples:</p> <ul style="list-style-type: none"> <li>• Identify a volunteer to go through past 20 years of annual reports and list board members</li> <li>• Research data base and other sources for status of each board member to create working "past board member" with current contact info list</li> <li>• Dev. Staff to research top 50 lifetime donor giving using current donor list</li> <li>• Create plan to honor and engage current/past board members and top 50 lifetime donors</li> <li>• Define social media plan to reach new audiences</li> </ul>		
<p><b>ACTION TIMELINE:</b> (detail step by step action steps with assigned lead and completion dates)</p>		