

AmeriCorps*VISTA Project Plan

<i>Column A</i> Goals, Activities, and Results	<i>Column B</i> Date(s)	<i>Column C</i> Project Reporting
Identify Goal(s) to which members' activities are directed. Capacity building through fundraising and contacting local businesses Increase public awareness of the organization and its objectives		
Activities: What action steps are needed to accomplish this goal? Contacting local businesses for their consideration of assistance Increase public relations tactics through newsletters, agency website, and letters to donors Reviewing existing fundraising strategies and finding inventive ways to improve upon them Developing innovative capacity building techniques Create and develop a structure of volunteer recruitment and volunteer-based fundraising		Activities: What action steps have you taken to accomplish this goal?
Identify any Results (outputs, intermediate outcomes, or end outcomes) related to this goal. If the result is to be measured, write " performance measure " in parentheses beside the result. For each result, identify the indicator , the targets you expect to meet, the instrument(s) you will use to measure this result, and how you will collect the data. If you have data for this result from prior years, report it here. An additional 5 businesses recruited for the Have A Heart fundraising campaign An additional \$10,000 raised beyond previous levels for the annual golf outing through corporate sponsorships An additional \$4,000 raised beyond previous levels for the Fall Gathering of Friends fundraiser A quarterly newsletter issued to supporters New fundraising strategies developed and improving upon those already in place through research, issuing a bimonthly report on findings Donor base to be expanded by 80 individuals		Results: Report actual results related to this goal. Compare the actual targets to the anticipated target stated in Column A. Describe how these results were measured.