

Matrix for Funding Source Planning

	Money Expected	<i>% of Probability (i.e., 50%)</i>	<i>Amount used for budget (i.e., % of probability divided by money expected)</i>
Example	\$1000	50%	\$500
Individuals			
Memberships			
Direct mail campaign			
Events			
Cultivating major donors			
Planned giving			
Volunteer opportunities			
Board all gives			
Other: __			
Other: __			

Foundations

Large/National Foundations			
Regional Foundations			
Family and community foundations			
Corporate-based foundations			
Donor Advised Funds			
Other:			

Corporate/Business

Corporate giving (grants) programs			
In-kind gifts programs			
Sponsorships			
Retail			
Other:			
Other:			

Government

Federal Grants			
State Grants			
Sponsorships			
Local Grants			
Contracts			

Other/Miscellaneous

Earned income (specify)			
Religious institutions			
United Way & other federated			
Kiwanis, Lions, Professional groups			
Labor Unions			
Other:			
Other:			
Other:			