

Development Steering Committee

Your organization's fund-raising should be led by a Development Committee accountable to the Board of Trustees. The Committee should work from a document which outlines its duties and describes the policies the group will implement. The Committee should be led by the Trustees but comprised as well of non-board individuals.

ANNUAL FUND -- Develop and maximize fund-raising potential by coordinating all campaign divisions, identifying additional opportunities and recruiting key volunteer leadership

PROJECT SPONSORSHIPS & UNDERWRITING -- Guide projects, services and programs for contributed support by identifying likely prospects, suggesting the best means to make presentations, and establishing benefits, services and recognition to prospects and donors

GOVERNMENT GRANTS -- Maintain and initiate contacts with appropriate government officials to increase the possibilities of special grants and other support

ENDOWMENT & PLANNED GIVING -- Determine the feasibility of a projected solicitation campaign to secure permanent endowment funds for certain programs and services and basic operations

CAPITAL - - Identify capital projects as required by need and planned strategies for growth as mapped out in the long-range strategic plan

Annual Agenda For Overall Development Action

- A) Set policies, priorities & goals for fund-raising programs for the current fiscal year
- B) Review in detail the on-going performance of each particular campaign activity
 - Evaluate to original objectives to determine if "on track"
 - Make comparisons with previous years, where applicable
 - Introduce modifications and adjustments
- C) Review overall performance -vs- objectives
 - Determine reasons for campaigns not meeting goals
 - Provide reasons why campaigns exceeded goals
- D) Identify and rate all prospects for support
- E) Recruit key volunteer leaders and solicitors