

## SUGGESTED FUNDING PLAN OUTLINE

Our marketing and public relations programs will be key elements in the overall fortunes of the institution, as we further engage our constituency in an even greater spirit of cooperation. The community-at-large, and especially the corporate and foundation prospects and donors, will be positively influenced by this most favorable "climate" for support. With our already well-regarded programs and services in the public's consciousness, and with exciting new initiatives planned, the timing is appropriate to seek new, broad, and significant support of these worthwhile activities.

### GENERAL DEVELOPMENT INITIATIVES AND GOALS

- 1) Continue to develop and refine our Mission-Case as a compelling statement and tool for fund-raising purposes, alerting supporters to our needs, goals, services and opportunities
- 2) Identify, educate and cultivate key donors and prospects who are personally touched, motivated and inspired by our services, as well as those who are not directly involved, but who are influenced and impressed with what we do
- 3) Assign reasonable target gift amounts to all prospects at all times
- 4) Produce the volunteer structure to carry out campaign solicitations
- 5) Convene regular progress and report meetings with the leadership and other volunteers
- 6) Develop solicitation proposals, promotion and publicity messages, and other related materials
- 7) Ensure the operation of all services and resources required to meet campaign production needs

### SPECIFIC DEVELOPMENT PREMISES AND ACTION PLANS

- 1) Utilize the knowledge of our leadership to review all previous contributions in order to rate and evaluate them for reasonable increases for the annual fund and to fund special projects
- 2) From an expanded prospect base, identify and rate new prospects for their giving potential
- 3) Project fund-raising goals by balancing the numbers of prospects, their gift potential, and solicitation leadership, to the actual budgetary needs and costs of special initiatives
- 4) Identify, recruit and provide orientation to trustees and other community leaders who will agree to take leadership roles in the campaign, and who will especially work toward scheduling personal solicitation meetings with major prospects
- 5) "Package" certain programs and services in the operational budget, or those which are desired, to produce compelling proposals for those prospects most likely to respond to such requests

### CAMPAIGN-RELATED PRODUCTION AND RESOURCE REQUIREMENTS

- Proposals, letters of inquiry, etc.
- Pledge cards, campaign stationery
- Donor profiles and contribution records
- Progress reports and summaries and management analyses
- Gift acknowledgements and other responses
- Posting and recording of gifts
- Final reports and summaries
- Recognition of donors via testimonials, credits, entertaining, etc.
- Appreciation of volunteers via recognition, involvement, etc.