**DEVELOPMENT STRATEGY**

The fundraising strategy consists initially of four components:

1. AN ANNUAL FUND APPEAL FOR OPERATIONAL SUPPORT

 2. A GRANTS PROGRAM

2. PLANNED GIVING AND LONG-TERM ENDOWMENT

3. SPECIAL EVENT

The **annual fund appeal** will be introduced in late 2018.

* 2018 goal: $15,000
* 2019 goal: $25,000
* 2020 goal: $50,000

Ongoing **grant development** will be implemented in 2014.

* 2014 goal: $10,000
* 2015 goal: $25,000
* 2016 goal: $50,000

The **planned giving endowment program** will be introduced gradually beginning in 2020.

* Goal: $25,000 by 12/31/2020

A **special event** will be introduced in the first quarter of 2019.

* 2019 goal: $2,500 net
* 2012 goal: $5,000 net
* 2021 goal $10,000 net
* 2022 goal $15,000 net
* 2023 goal $25,000 net

It should be noted that a Marketing and Public Information Plan is an integral part of this fundraising strategy.

**STAFF DEVELOPMENT AND MARKETING POSITION**

A development and marketing professional will be retained in the Fall of 2018.

A draft job description is attached.

A capacity building grant will be sought to fund the position.

**DEVELOPMENT COMMITTEE**

The Development Committee will be expanded to include a broader spectrum of key individuals dedicated to public service law.

Types of representation may include:

\* Corporate executives

\* Financial specialists...bankers, accountants, Certified Financial Planners, investment brokers

\* Retired judges

\* Practicing attorneys

\* Small business owners

\* Chamber of Commerce

\* Program partners

This Committee will be responsible for assisting in crafting and implementing the fundraising plan.

A relatively large Development Committee (25-30) will be recruited. A small (3-5) Steering Committee will be formed to manage the regular affairs of the Committee.

It is anticipated the full Committee will meet once a year; the Steering Committee more frequently, as needed.

A Committee job description is attached.

**PAYMENT OPTIONS**

Donors will be offered a variety of payment options:

 \* Single payments

 \* Multi-year pledges

 \* Annual and quarterly installment payments

 \* Electronic bank transfer (ACH)

 \* Credit cards

 \* Appreciated property and stocks

**FUNDRAISING MATERIALS**

Following are some of the materials that may be required in conducting fundraising:

Pocket folder

Stationery with campaign leadership and endorsers listed

Note cards for handwritten correspondence, thank-you acknowledgements, etc.

Return envelope with pledge or payment information on flap

3 or 4-fold general brochure

History; strategic plan

Basic fundraising case statement, 8 1/2 X 11 format

Fact sheet; frequently asked questions

Site information related to the capital campaign

Client, volunteer and staff profiles and stories

Recognition opportunities

Budget

Financial statements and reports; audit

Board, key volunteer and endorser lists

Newsletter

Blank formatted sheets for tailored information

Business cards

 Website and Social Media, including donation by credit card

1. **ANNUAL FUND APPEAL**

**2018**

The annual appeal will be introduced in 2018, designed to generate at least $15,000 in new operational support by the end of the year.

The Director of Development and the Development Committee will be responsible for the 2014 campaign.

**Beyond 2018**

The Director of Development, with the participation of the Development Committee, will continue to expand the campaign, supported by the Board.

The appeal will consist of personal contacts with lead and major donor prospects, broad email and social media appeals and a limited direct mail solicitation targeted at key individuals.

The Development Committee will assist in drafting a prospect list and preparation of printed solicitation materials.

**2018 Goal**

Goal for the 2014 annual appeal is $15,000. It is estimated that gifts at the following levels will be required to meet this goal:

AMOUNT NUMBER TOTAL

 $ 1,000 1 $ 1,000

 500 2 1,000

 250 10 2,500

 100 30 3,000

 50 25 1,250

 25 50 1,250

15 50 750

10 200 2,000

 Other 2,250

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 368 $ 15,000

**Basic Strategy**

Each year a list of giving opportunities will be prepared so that major donors can be offered options of being identified with specific projects and programs…

* (Example) “The ABC Bank Native American Program”

Donors will also be able to give to the program of their choice and be recognized as underwriters...

* (Example) “The ABC Agency Sustaining Fund”

Donors will be encouraged to make multi-year commitments to the programs of their choice. This will ensure them ongoing recognition and stronger sponsorship identity. It will also reduce the number of contacts required and will help stabilize annual budget planning.

**Donor Recognition and follow-Up**

All donors will receive an official confirmation and thank-you note.

Donors will also be recognized in the newsletter and in appropriate handouts.

Donors of $100 or more will be personally contacted within ten days of their donation or pledge, and at least two additional times during the year, by a member of the Board of Directors or the Development Committee. Assignments will be made by the Development Committee.

These personal contacts will be designed to apprise major donors of how their contribution is being used and to bring them news of programs and activities.

The Development Committee will draft a basic format and strategy for the personal contacts. Assigned volunteers will be briefed prior to making their contacts.

**Project and Program Grants**

Staff and the Development Committee will identify programs and projects that lend themselves to grant support from foundations, corporations and government entities.

The Director of Development will be responsible for researching grant opportunities, initiating contacts with prospects and preparing grant proposals.

2. **PLANNED GIVING**

**Overview**

A planned giving program will be introduced in 2019-20 to help secure long-range financial needs.

A non-designated fund will receive bequests, memorials and special gifts. The fund will be used primarily to support operating expenses and new program initiatives.

Donors may also establish designated funds, subject to the approval of the Board.

3. **SPECIAL EVENT**

A new high-profile special fundraising event will be introduced in 2014.

A Special Event Sub-Committee of the Development Committee will be formed to plan and implement the project.

Goal will be to generate at least $2,500 net revenue in the first year of the event and at least $25,000 by year five.

**TIMETABLE**

July

* Board adopt fundraising plan
* Begin recruitment of Development Committee
* Adopt fund use, investment and donation acceptance policies

August – September

* Hire Director of Development
* Plan annual appeal
* Prepare recognition plan
* Analyze grant opportunities
* Solicit Board and Committee pledges and contributions to the annual campaign

October - December

* First annual appeal
* Recruit Special Event Subcommittee
* Develop planned giving program

**JOB DESCRIPTION**

POSITION

Director of Development, Marketing and Public Information

REPORTS TO

Executive Director

SUMMARY DESCRIPTION

Responsible for the effective planning, organization, coordination and evaluation of all fundraising, marketing and public information efforts.

RESPONSIBILITIES

* Conceive, plan and implement short- and long-range fundraising, marketing and public information programs for the organization;
* Identify and research potential sources of funding, including corporations, foundations, community organizations, government agencies and individuals;
* Develop suitable approaches and strategies, including written proposals, to potential donors;
* Coordinate contact and communication with donors and prospects;
* Coordinate the work of volunteers involved in fundraising. Serve as staff for volunteer fundraising committees. Train volunteers;
* Supervise preparation of fundraising materials and reports;
* Acknowledge all gifts, pledges and donations and develop appropriate donor recognition programs;
* Prepare and manage the annual fundraising budget;
* Maintain fundraising records and files. Prepare appropriate reports for the Board and donors;
* Plan and implement marketing strategies;
* Plan and supervise public information and public relations.

QUALIFICATIONS

* Minimum of five years of experience in development and directing major fundraising programs and campaigns;
* Knowledge of major gift and grant solicitations, cause related funding and planned giving;
* Demonstrated marketing and public information skills;
* Demonstrated ability to work effectively with volunteers, committees and Boards;
* Outstanding writing and oral communication skills essential. Ability to work with top corporate executives and professionals.

**DEVELOPMENT COMMITTEE JOB DESCRIPTION**

The Development Committee leads the Board’s participation in resource development and fund-raising.

The Committee:

* Works with the staff to develop the fundraising plan
* Develops policies, plans, procedures, and schedules for board involvement in fundraising
* Helps educate directors about the organization’s program plans and the resources needed to realize those plans
* Familiarizes directors with fund-raising skills and techniques so that they are comfortable raising money
* Leads the Board’s participation in fundraising
* Plays a strong role in identifying, cultivating, and approaching major donors
* Helps organize special fundraising events
* Is the Board’s central source of information about the fundraising climate in general, and about the status of the organization’s fundraising activities in particular
* Suggests guidelines for Board member contributions and then solicits those contributions