



2010-11 Fundraising Plan - PROPOSED

Adopted by Sustainable Sandhills Board of Directors
Month Day, 2010



Sustainable Sandhills 2010-11 Fundraising Plan

Strategy	Goals	Action Steps	Who Is Responsible?	When	Info, Resources, Assistance Needed
1) Membership Drive	\$18,000	Membership Drive	Staff	Begins in June, 2010. Ongoing effort.	Staff, Board and Volunteers
2) Donations, Individual	\$24,000	In person "ASKS"	Staff & Board	Ongoing	Staff, Board to share names of potential donors and reach out
3) Donations, Corporate/ Business	\$60,000	In person "ASKS"	Staff & Board	Ongoing	Staff, Board to share names of potential donors and reach out
4) Special Events	\$23,000	SS Events (recruit sponsors, merchandise sales), schedule House Parties	Staff, Board & Volunteers	Annual Meeting (Sept), Pickin' on the Porch (Oct), Regional Symposium (Nov), House Parties (four total), Urban Farm Tour (Apr)	Staff, Board and Volunteers to host house parties and work at events
5) Miscellaneous	\$1,200	Donation opportunities at events, film series, CATs	Staff & Board	Ongoing	Make staff and volunteers aware
6) Board Giving	BOARD SETS GOAL/TARGET	Board donations <u>in addition to</u> membership (required)	Board	Ongoing	Board to set goal and action steps
7) Special Appeals	\$2,000	Project appeals, end of year appeal	Staff	End of year and as needed for project support.	CAT projects with appeal to members
Total Income	\$128,200 + Board Giving				

The **2010-11 Fundraising Plan** addresses the need to diversify our revenue stream and identifies opportunities for the SS Board, staff and volunteers to be involved in the effort. The Plan utilizes seven fundraising strategies. Each strategy is explained in more detail below. In order for the Plan to be successful, the SS Board of Directors, staff and volunteers will need to be involved in its implementation.

Strategy 1: Membership Drive

The Membership Drive kicks off near the end of each fiscal year (usually in June). The drive targets existing members for renewals, and new contacts as well. Our 2008-09 and 2009-10 solicitations had return rates of 5-7%, which is high for a mass mailing. This was attributed to hand written notes made on each letter by the SS Board, staff and volunteers. Our contacts database currently holds more than 3,000 records. A return rate of 5-7% would yield 150-210 members for the 2010-11 Membership Drive. After the initial mailing in June, existing members who

have not renewed within 30-45 days will be contacted again. We will also ask renewing members to consider an increased level of giving this year. This method was successful in 2009-10.

Our Community Action Teams (CATs) and special events provide opportunities to share our story and nurture relationships. We expect our expanded 2010-11 CAT efforts and special events will help new membership recruitment in 2010-11.

SS staff is responsible for the implementation of Strategy 1 with the following support: prospect lists provided by the Board; personalization of mailings by the Board, staff and volunteers; additional administrative support by staff and volunteers.

Strategy 2: Donations, Individual

Individual donations are made not only by the very wealthy, but by middle income and working class families as well. The key to this strategy is to identify wealthy AND middle income families who support our mission. SS staff will be responsible for the implementation of Strategy 2 with support from the Board. This support could be in the form of providing individual prospect names, or accompanying SS staff on an “ask.”

Strategy 3: Donations, Corporate/Business

This strategy’s success depends on our demonstrating the direct benefit of SS programs for corporate/business donors and providing incentives for their giving to SS. The Fundraising Committee has developed an incentive structure and has begun outreach efforts in the region with some limited early success. Most SS Board and staff have professional and personal relationships with potential corporate/business donors that could be shared. Strategy 3 will be executed by SS staff with critical input and support required from the Board.

Strategy 4: Special Events

This strategy includes revenue from special event sponsorships, ticket sales and the sale of merchandise. It also includes revenue from fundraising house parties or “friend-raisers.” All special events require planning and preparation to be successful. Strategy 4 will be implemented by SS staff with critical support from the Board and volunteers.

Strategy 5: Miscellaneous

There are opportunities for individuals to give to SS outside of membership, individual and corporate donations. This could take place at an event like the Urban Farm Tour, a film screening (to offset the cost of the film), or a CAT meeting to assist with a project. The key to this strategy is for staff to be able to identify these opportunities and take advantage of them. Strategy 5 will be implemented by SS Board and staff.

Strategy 6: Board Giving

Board giving are donations made by the Board of Directors above and beyond each Board member’s annual membership donation (required).

The target/goal and action steps of Strategy 6 are to be established by the Board of Directors.

Strategy 7: Special Appeals

A special appeal is an opportunity to offer our membership a chance to support a project or cause in which they may have a particular interest. An example would be asking members to support the Conservation Assistance Project by making a donation that can fund the purchase of conservation materials (CFL’s, water heater insulation blankets, etc.). Another example is a “year-end appeal,” which will invite current SS members to give to SS near the end of the 2010 tax year. SS staff will be responsible for the implementation of Strategy 7 with assistance from volunteers.