

## Fund Development Agenda

**Committee Name:** Fund Development

**Meeting Date & Time:** Wednesday, November 30, 2016

**Attended:** Heidi Smith, Deb McClellan, Maggie Modjeski, Chad Anderson, Linda Digby, Bob Peterson, Bill Reinarts

**Absent:** Steve Volkman,

**Next Meeting Date & Time:** (need to further discuss)

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Date: 11/30/16

• Fund Development position	• Sponsorship Form
• Action items-updated to show 2017 dates/use as Fund Development Strategic Plan	•
• Banquet Location	•
• Updates	•

### Fund Development Position-job description

- The committee discussed that the position should be a full-time position. That it will be difficult to find a part time person with the right skills.
- There was discussion about what the contents of the plan should be for the position and it was decided that the strategic plan would help identify what would be expected of the position.
- The position was not discussed with the personnel committee at the meeting last week. The committee decided that the position could not be posted until this occurred.

### Action items-updated to show 2017 Dates (use as FD Strategic Plan)

- At the last Fund Development meeting in October, it was discussed that the Action Items document could act as the strategic plan. The committee discussed this further and it was decided that this is not the right use of the document. The committee discussed 4 themes to be highlighted in the strategic plan.
  - Donor Engagement
  - Board Engagement
  - Achieve and Exceed Development Budget
  - Tracking and Reporting Contributions

### Banquet Location

- It was determined the Banquet is a ORC staff event and where the banquet is held is also the decision of ORC staff.
- It was also determined that the board should decide on the banquet budget.

### Sponsorship Form

- It was decided to further discuss the Sponsorship form (and what should be on it or if ORC should use one at all) at the January Fund Development Meeting.

### Updates

- Winona Community Foundation awarded ORC with at \$2000 grant to purchase a commercial cross shredder for the shredding operation.

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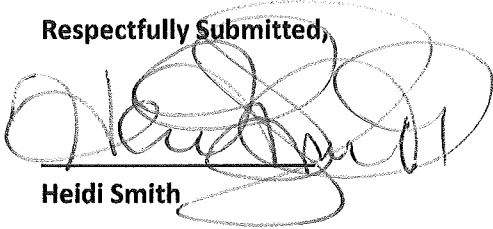
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- Give to the Max Day did not generate a lot of revenue for ORC. Several options to make the event more success were discussed at the event.

**Respectfully Submitted,**

A handwritten signature in black ink, appearing to read 'Heidi Smith', is written over a horizontal line. The signature is stylized with loops and flourishes.

**Heidi Smith**

# Action Items for Fund Development Committee 2017

To be included in each agenda for the Fund Development Committee

Revised 11/30/16

## 1. Create Annual Report

Who- Heidi and staff

What:-

- Use information from the POP report to create a professional annual report to be used for Fund Raising
- Thanking current/previous donors

When:

- Report to be created 7/1/17
- Finalized to printing by 8/1/17
- Distribute by 8/15/17-8/30/17

## 2. Update Laundry Donors regarding status of the project

Who – Heidi and Staff

What –

- Create letter updating all donors of \$1000 and above regarding the success and progress of the laundry by 6/30/17
- Also advise in the letter the current growth may require additional equipment.

When –

- Letter to be finalized by 7/15/17
- Mailed (along with an Annual Report) by 7/30/17

## 3. Send out annual appeal letter

Who – Heidi/staff and Fund Development Committee

When –

- Create letter by 9/1/17.
- Obtain mailing costs by 9/1/17.
- Letters to go out by 11/10/17. Thank you letters to all donors are to be personally signed by Heidi and sent out as funds arrive.
- Track responses through 1/31/2018

## 4. Timeline/Calendar for Fund Development projects/objectives

Who-Heidi/staff and Fund Development Committee

What- Create timeline for Fund Development projects that includes:

- When specific items need to be completed
- Identify who is responsible for assuring it is completed

When-Develop for each event as project progresses

- Golf tournament timeline due by 9/1/16
- Starlight stroll timeline due by 12/1/16
- Annual appeal letter timeline due by 11/1/17???
- Newsletters timeline due by 12/1/16????
- Grants (list of grants usually applied for annually) 12/1/17

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### 5. Update Contributor list

Who-

- Heidi/staff will create a consolidated list
- Fund Development and Board will help update contributor information

When-

- Contributor list will be distributed to Fund Development/Board by 6/5/17 (board meeting)
- Board will return updates to Heidi and WORC staff by 6/30/17

# Fund Development Committee Strategic Plan

## 1. Achieve/Succeed Fund Development Budget

**Goal:** Increase ongoing donor engagement

#	ACTION	OBJECTIVE	MEASUREMENT	TIMELINE	WHO
1.1	To engage in more direct interactions with donors	To foster relationships with current and potential donors.	Monthly tracking of donor engagements, including type of interaction (face to face, phone, email, etc). Report to Fund Development Committee	Record monthly interactions and report to Fund Development committee	Directors, Board Members, <i>Fund Development staff</i>
1.2	Increase involvement with networking opportunities	To make new connections in the community for potential fund and friend raising on behalf of WORC.	Monthly tracking of attendance of networking type events	Record monthly attendance and report to Fund Development committee	Directors, Board Members, <i>Fund Development staff</i>
1.3	Increase social network visibility through Hootsuite	To create a higher volume of social networking by using a planning tool that will self-post like Hootsuite.	Increase in traffic on social media such as Facebook, Twitter, and Instagram.	Record amount of "hits" on social media posts.	ED, <i>Fund Development staff</i>
1.4	Continue to use Action Plan document	To maintain momentum of current projects and to make certain these activities continue	Deadlines are realized for each action item	Ongoing updating on Action Plan document to report to Fund Development	Fund Development, ED, <i>Fund Development Staff</i>

## 2. Tracking and Reporting General Contributions

**Goal:** To clearly identify where contributions are originating from

#	ACTION	OBJECTIVE	MEASUREMENT	TIMELINE	WHO
2.1	Identify categories of contributions and create report that reflects these categories. These categories could include: Fund Development events (Golf Tournament, Starlight Stroll), general contributions, annual appeal donations,	To identify what categories of contributions come from to help future strategies and planning for fund development.	Report will reflect the desired objective and will be shared with Fund Development committee. It will be measured against the Fund Development budget.	This will be done on a monthly basis and reported to the Fund Development committee.	ED, <i>Fund Development Staff</i>

# Fund Development Committee Strategic Plan

	newsletter funding requests, and specific grant amounts.				
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**Goal:** To increase Board engagement in Fund Development

#	ACTION	OBJECTIVE	MEASUREMENT	TIMELINE	WHO
3.1	Identify what board engagement means for Winona ORC board.	To help increase overall Fund Development revenue in a sustainable.	Based on the definition of what board engagement means, measurement will include the ability to identify an increase in board fund development engagement.	This will be done on a monthly basis and reported to the Fund Development committee.	Board, ED, <i>Fund Development Staff</i>