

**DEVELOPMENT OFFICE  
FY 2008 WORK PLAN**

**KEY DELIVERABLES:**

- Secure \$4.3 million in restricted and unrestricted funds from four funding streams:
  - \$505K local dollars
    - \$15K from individuals
    - \$90K from regional directors
    - \$200K from local foundations
    - \$200K from earmarks and school districts
  - \$2 million from public sources (WIBS, state and federal agencies)
  - \$1.795 million from regional and national foundations
  
- Special events
  - Annual gala
  - Annual youth conference
  - 2 special events per region
  
- Visibility and marketing
  - Media coverage
  - Development and use of collateral materials
  - Advertising
  - Alumni relations
  - Advocacy and public affairs
  
- Operations
  - Creation and maintenance of stakeholder databases
  - Grant tracking
  - Technology mapping
  - Website design and functionality
  
- Professional development
  - Use of technology and applications
  - Individual skills development

<b>Deliverable One: Raise \$4.3 million from multiple local, regional and national private and public funding sources.</b>			
<i>Objectives</i>	<i>Activities</i>	<i>Timeframe</i>	<i>Person(s) Responsible</i>
Identify and apply for \$4.2 million from all sources (\$350K monthly) (3X remainder needed for FY08)	Research foundations and corporate giving programs	Ongoing	Martha, Sylvia
	Create schematic with strategic links to funders and funding criteria	Monthly report	Martha
	Prepare and mail letters of inquiries, concept papers and proposals	Ongoing \$600K monthly	Martha with Sylvia for backup
	Attend meet the donors and other cultivation events	Ongoing	Martha, Sylvia (with other staff as appropriate)
Raise \$90K from regions	Create Fundraising toolkits for each region	September 30	Katy Buckland and Sylvia
	Hold 2 fundraising and awareness events for each region (12 total)	Ongoing (3 per quarter)	Regional Directors, Individual Giving Officer, Margo
Raise \$200K from local foundations	Research local foundations and corporate giving programs	Ongoing. Need to identify \$50K monthly	Martha, Regional Directors
	Prepare and mail letters of inquiries, concept papers and proposals	Ongoing. Need to raise \$16.7K monthly	Martha with backup from Sylvia
	Prepare one-pager for each city for inclusion in letters and proposals	September 30	Katy and Sylvia
Raise \$200K from earmarks and schools	Support O’Neill & Associates efforts	Ongoing	Sylvia
	Prepare and mail MY TURN updates to legislators, superintendents and principals	Semi-annually	Sylvia (New Sector Fellow)
	Seek speaking opportunities for MY TURN senior managers and advocacy training for all staff	Ongoing	Sylvia (New Sector Fellow)
Raise \$15K from BOD and other individuals	Create annual appeal process	November 30	Individual Giving Officer
	Create prospect cultivation process and list	March 30	Individual Giving Officer
Raise \$1.795 million from regional and national foundations	Research and report on strategically linked foundation prospects	Monthly	Martha
	Prepare letters of inquiry, concept papers and proposals as appropriate and in adherence to grant making guidelines	Ongoing	Martha, Sylvia
	Use ETO to report progress of programs	Quarterly	Martha (with Jill)

<b>Deliverable One: Raise \$4.3 million from multiple local, regional and national private and public funding sources.</b>			
	Attend funder cultivation events	Ongoing	Martha, Sylvia
Raise \$2 million from public funding	Identify funding sources and determine feasibility of applying for funds	Monthly	Martha
	Report on sources and use of public funds	Monthly	Martha
	Prioritize cultivation of collaborators and supporters - establish criteria for selection of partners - obtain commitment letters	October 30	Martha (with Wendy and Jill)
	Improve content of proposals - clarity of need - explanation of best practices - description of best results	Monthly meetings with Jill	Martha
	Prepare progress reports - establish criteria for reporting by program - use ETO to obtain data	Quarterly	Martha (with Jill)

<b>Deliverable Two: Special Events</b>			
<i>Objectives</i>	<i>Activities</i>	<i>Timeframe</i>	<i>Person(s) Responsible</i>
Annual Gala Event	Confirm venue, date, menu	July	Margo
	Create planning committee (id co-chairs and 1-2 members of regional boards)	July	Margo, IGO
	Establish criteria for committee work including: auctions, program, guest list, fundraising	July	Margo, IGO, Sylvia
	Prepare and mail HERO nomination letter	July	Sylvia
	Prepare and mail Speakers letters	July	Sylvia and Barbara
	Update mail list	July, August	Margo, Chiara and John Penney
	Create, print and mail Save the Date cards	August	Margo and designer (Lily)
	Create, print and mail invitations	September	Margo, Lily and John
	Create on-line registration	September	Margo, Sylvia and John
	Develop program (theme, speakers, talking points)	September	Sylvia, Paul Protentis and Margo
	Program book (design, write copy, sell ads, print)	October 1	Margo, Sylvia and designer
	Follow-up (thank you letters)	November 15	IGO, Margo, Paul

<b>Deliverable Two: Special Events</b>			
<i>Objectives</i>	<i>Activities</i>	<i>Timeframe</i>	<i>Person(s) Responsible</i>
Youth Conference	Find new venue	May 1	Margo
	Select and coordinate committees (chairs, tasks)	November 30	Margo (with Tuuli)
	Ensure youth planning committee is created and supervised	January 1	Margo (with Mass Promise Fellow)
	Update database sponsors, expo participants and judges	January 1	Margo
	Revenue generation (sponsorships and fees)	January through March	Margo
	Create program book (design, print, ads)	March	Margo, Sylvia
	Media/PR (advances and follow-up for features in 1 major outlet, 1 trade journal and 1 local paper)	April through May	Margo
	Alumni development (walking success stories, speakers, alumni booth)	January through April	Margo
	Recruit businesses and colleges for Expo	January through March	Margo, IGO
	Recruit participants for Interactive Fair	January through March	Margo, IGO
	Use technology for registering participants, and onsite for check-in and to keep track of competitive event participants and winners	January through May	Margo, John
	Use technology for e-blasts, registration, evaluation	January through May	Margo, John
	Create event evaluation	April	Margo, Tuuli
	Follow up (thank you to judges, expo, sponsors, speakers)	May	Margo, IGO
Website/newsletter features	May and June	Sylvia, Margo	

<b>Deliverable Two: Special Events</b>			
<i>Objectives</i>	<i>Activities</i>	<i>Timeframe</i>	<i>Person(s) Responsible</i>
Regional Events (2 per region – at least one is a fundraising event)	Work with RDs to id type and time of events and create universal calendar on the extranet	September 30	IGO, Margo
	Establish criteria for events - create guidelines re: budget, communications, invitees, follow-up	September 30	IGO, Sylvia, Margo
	Hold events	Ongoing	IGO, RDs

<b>Deliverable Three: Marketing</b>			
<i>Objectives</i>	<i>Activities</i>	<i>Timeframe</i>	<i>Person(s) Responsible</i>
Collateral Materials	Create Backgrounder - Review layout - Finalize layout and content - Lily design	September 30	Sylvia
	Display boards for each region - Create content for each region	September 30	IGO, Sylvia
	Banners for each region	September 1	Sylvia
	T-shirts, lapel pins, name badges	October 31	Sylvia
	Signage – door/window	September 30	Sylvia
	Youth brochure - youth focus group - develop content - design/print - cost out	December 30	Margo
	Newsletter	Fall, Winter, Summer	Sylvia, Margo
Media	1 Feature (print, radio, tv, web) per region per year	Ongoing	Margo, Sylvia, IGO
	1 PSA for each region’s cable access outlet - develop PSA - get cable access contacts	Ongoing Develop PSAs by October 30 Cable contacts by August 15	Margo, RDs (Chiara)
	6 editor meetings with major media outlets - id top 6	Ongoing (one every two months)	Margo, Sylvia
	Update media list	Twice yearly (July, December)	Margo
Advertising	Create ad budget	August 30	Margo with Jenn Martin
	ID where to place ads	Ongoing	Margo, Sylvia
	Create ads	Ongoing	Margo

<b>Deliverable Three: Marketing</b>			
<i>Objectives</i>	<i>Activities</i>	<i>Timeframe</i>	<i>Person(s) Responsible</i>
Alumni Relations	Create alumni association - work with new Mass Promise /New Sector Alliance Fellow - do research/focus group - establish criteria for assn/network	June 30	Margo
	Create speakers bureau of alumni - testimonials	January 1	Margo
	Alumni recruitment - ads - My Space	Ongoing	Margo
Power Point Presentation	Create MY TURN introduction slides (4-6) for use by all staff in any presentation	September 15	Sylvia and Margo
Celebrity Spokesperson	Investigate feasibility	June 30	Margo, IGO

<b>Deliverable Four: Operations</b>			
<i>Objectives</i>	<i>Activities</i>	<i>Timeframe</i>	<i>Person(s) Responsible</i>
Creation and maintenance of stakeholder databases	Create Access database of all stakeholders	September 30	Margo (with John and Chiara)
	Update database with contacts from the regions	Monthly	Margo (with IGO)
	Update database with contacts from special events, outreach, regular cultivation efforts	Quarterly	Margo (with IGO)
Grant tracking	Input proposals pending, grants awarded and reports due on existing grants database	Monthly	Martha
	Prepare report on status of proposals, grants and reports due	Quarterly	Martha
	Update contacts on grants database	Quarterly	Martha
	Investigate fundraising software and make recommendation for purchase	April 30	Sylvia (with John and Jenn M.)
Technology mapping	Map all development processes and ascertain technology use for each process	September 30	Sylvia and Craig
	Develop and implement plan for enhanced technology for development processes	December 30 for plan	Sylvia and John
Website design and functionality	Review website content and functionality with designer and formulate plan for new website	September 30	Sylvia
	Write content	October 30	Sylvia
	Test website and launch	December 30	Sylvia and John

<b>Deliverable Five: Professional Development</b>			
<i>Objectives</i>	<i>Activities</i>	<i>Timeframe</i>	<i>Person(s) Responsible</i>
Use of technology and applications	Meet with John to ascertain staff training needs and resources	October 30	Sylvia (with Craig and John)
	All staff participates in training: Access, graphics, statistical, power point	Ongoing	Sylvia (with John)
Individual skills development	Each staff member participates in at least one professional development activity (to be included in individual's performance goals)	Ongoing	Sylvia (with Jennifer Martin)