



MMM Children's Agency

DEVELOPMENT OFFICE FY 200___ FUND DEVELOPMENT WORK PLAN

KEY DELIVERABLES:

- Secure \$XXX million in restricted and unrestricted funds from four funding streams:
 - \$\$\$\$K local dollars
 - \$\$\$K from individuals
 - \$\$\$K from regional directors
 - \$\$\$K from local foundations
 - \$\$\$K from earmarks and school districts
 - \$\$\$ million from public sources (WIBS, state and federal agencies)
 - \$\$\$ million from regional and national foundations

- Special events
 - Annual gala
 - Annual client 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

Deliverable One: Raise \$\$\$ million from multiple local, regional and national private and public funding sources.

<i>Objectives</i>	<i>Activities</i>	<i>Timeframe</i>	<i>Person(s) Responsible</i>
Identify and apply for \$\$\$\$ million from all sources (\$\$\$K monthly) (3X remainder needed for FY09)	Research foundations and corporate giving programs	Ongoing	-----
	Create schematic with strategic links to funders and funding criteria	Monthly report	-----
	Prepare and mail letters of inquiries, concept papers and proposals	Ongoing \$\$\$\$K monthly	-----
	Attend meet the donors and other cultivation events	Ongoing	-----
Raise \$\$\$K from local areas	Create Fundraising toolkits for each region	September 30	-----
	Hold 2 fundraising and awareness events for each region (12 total)	Ongoing (3 per quarter)	-----
Raise \$\$\$K from local foundations	Research local foundations and corporate giving programs	Ongoing. Need to identify \$\$K monthly	-----
	Prepare and mail letters of inquiries, concept papers and proposals	Ongoing. Need to raise \$\$\$K monthly	-----
	Prepare one-pager for each city for inclusion in letters and proposals	September 30	-----
Raise \$\$\$\$K from earmarks and other public sources	Support advocacy efforts	Ongoing	-----
	Prepare and mail MMM Agency updates to legislators and key stakeholders	Semi-annually	-----
	Seek speaking opportunities for MY TURN managers and advocacy training for all staff	Ongoing	-----
Raise \$\$\$K from BOD and other individuals	Create annual appeal process	November 30	-----
	Create prospect cultivation process and list	March 30	-----
Raise \$\$\$\$ million from regional and national foundations	Research and report on strategically linked foundation prospects	Monthly	-----
	Prepare letters of inquiry, concept papers and proposals as appropriate and in adherence to grant making guidelines	Ongoing	-----
	Use ETO to report progress of programs	Quarterly	-----
	Attend funder cultivation events	Ongoing	-----
Raise \$\$\$\$ million from public funding	Identify funding sources and determine feasibility of applying for funds	Monthly	-----

Deliverable One: Raise \$\$\$ million from multiple local, regional and national private and public funding sources.

	Report on sources and use of public funds	Monthly	-----
	Prioritize cultivation of collaborators and supporters - establish criteria for selection of partners - obtain commitment letters	October 30	-----
	Improve content of proposals - clarity of need - explanation of best practices - description of best results	Monthly meetings with appropriate staff person	-----
	Prepare progress reports - establish criteria for reporting by program - use client information to obtain data	Quarterly	-----

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

Deliverable Two: Special Events			
<i>Objectives</i>	<i>Activities</i>	<i>Timeframe</i>	<i>Person(s) Responsible</i>
Client Event/Conference	Find venue		
	Select and coordinate committees (chairs, tasks)		
	Ensure client planning committee is created and supervised		
	Update database sponsors, expo participants and judges		
	Revenue generation (sponsorships and fees)		
	Create program book (design, print, ads)		
	Media/PR (advances and follow-up for features in 1 major outlet, 1 trade journal and 1 local paper)		
	Alumni development (walking success stories, speakers, alumni booth)		
	Recruit appropriate guests/fair/expo participants		
	Recruit volunteers for various componenets		
	Use technology for registering participants, and onsite for check-in and to keep track of competitive event participants and winners		
	Use technology for e-blasts, registration, evaluation		
	Create event evaluation		
	Follow up (thank yous to volunteers)		
Website/newsletter features			

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

Deliverable Three: Marketing			
<i>Objectives</i>	<i>Activities</i>	<i>Timeframe</i>	<i>Person(s) Responsible</i>
Collateral Materials	Create Backgrounder - Review layout - Finalize layout and content - Utilize designer		
	Display boards - Create content		
	Banners		
	T-shirts, lapel pins, name badges		
	Signage – door/window		
	Client brochure - client focus group - develop content - design/print - cost out		
	Newsletter		
Media	1 Feature (print, radio, tv, web) per region per year		
	1 PSA for each local cable access outlet in area[s] served - develop PSA - get cable access contacts		
	6 editor meetings with major media outlets - id top 6		
	Update media list		
Advertising	Create ad budget		
	ID where to place ads		
	Create ads		

Deliverable Three: Marketing			
<i>Objectives</i>	<i>Activities</i>	<i>Timeframe</i>	<i>Person(s) Responsible</i>
Client Alumni Relations	Create client alumni association - do research/focus group - establish criteria for assn/network		
	Create speakers bureau of alumni - testimonials		
	Alumni recruitment - ads - My Space		
Power Point Presentation	Create MMM Agency introduction slides (4-6) for use by all staff in any presentation		
Celebrity Spokesperson	Investigate feasibility		

Deliverable Four: Operations			
<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		
	Update database with contacts from the regions	Monthly	
	Update database with contacts from special events, outreach, regular cultivation efforts	Quarterly	
Grant tracking	Input proposals pending, grants awarded and reports due on existing grants database	Monthly	
	Prepare report on status of proposals, grants and reports due	Quarterly	
	Update contacts on grants database	Quarterly	
	Investigate fundraising software and make recommendation for purchase	April 30	
Technology mapping	Map all development processes and ascertain technology use for each process	September 30	
	Develop and implement plan for enhanced technology for development processes	December 30 for plan	
Website design and functionality	Review website content and functionality with designer and formulate plan for new website	September 30	
	Write content	October 30	
	Test website and launch	December 30	

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