

2017 FUNDRAISING PLAN

GOAL: INCREASE CONTRIBUTED INCOME (INDIVIDUAL GIFTS, CORPORATE GIFTS, FOUNDATION GRANTS, AND EVENT INCOME)

ORGANIZATIONAL PARTICIPATION GOALS

Rationale: Fundraising is a joint venture and requires participation from, at minimum, all Board members and senior staff.

Strategy: Lay out several non-financial goals to measure participation and engagement by staff and Board.

Goals:

- Institute "give/get" policy with Board and Associate Board
- 100 % participation in giving by Board and Associate Board
- 100% participation in giving by senior level staff
- 100% participation by Board and Associate Board in prospect cultivation
- Review fundraising report at every board meeting
- 100% participation of the Board and Associate Board in one RSSI fundraising activity

Staff time:	Executive Director	2 hrs/ month
	Dev/Comms Director	5 hrs /month

Direct Cost: Appx. \$350/month for contact/donor database

Timetable: Give/get policy completed by mid-February
Contact and prospect cultivation in ongoing
100% participation achieved by end of fiscal year

INDIVIDUAL GIFT SOLICITATION (\$10,000 IN INDIVIDUAL GIFTS)

Rationale: Build and retain base of donors to support general operating and provide flexible funding.

Strategy: Develop a set of complementary tactics designed to:

- a) Grow email list by 20%, either thru acquisition of new contacts or conversion of existing contacts
- b) Increase number of potential donors connected to the organization
- c) Ongoing communications with potential and current donors to prime them for giving
- d) 2-3 mini giving campaigns focused on specific issues
- e) End of year campaign

Staff time:	Executive Director	1 hrs/month
	Dev/Comms Director	5-7 hrs/month
	Asst. Dir. Of Dev	5-7 hrs/month

Direct Cost: None

Timetable: Ongoing

DONOR STEWARDSHIP/MAJOR DONOR SOLITICATION

GOAL: MOVE 10 DONORS TO THE NEXT LEVEL OF GIVING

Rationale: RSSI has many donors who fall between \$250 and \$1000 dollars. With thoughtful stewardship and ongoing conversations and communication with these donors, we will be able to move them to the next level of giving (\$250 → \$500-1000) or \$1000 → \$1500 - \$2500)

Strategy: Develop a set of complementary tactics designed to:

- a) Segment donors into meaningful groups (similarities of interest, location, or profession)
- b) Develop specific communications pieces for each donor segment
- c) Identify connections between board and donors; use to facilitate conversations
- d) Develop ways for personal connection to work (donor "ride-along day")
- e) In-person meeting between donor and ED to cultivate interest in org

Staff time:	Executive Director	2 hrs/month
	Dev/Comms Director	8-10 hrs/month
	Asst. Dir. Of Dev	5-7 hrs/month

Direct Cost: \$2500 for enhanced communications and "donor ride along" day

Timetable: Ongoing

EVENT-BASED FUNDRAISING

GOALS:

- 1) RAISE \$72,500 IN EVENT-RELATED INCOME
- 2) GROW CONTACT/DONOR LIST BY 10% VIA EVENT PARTICIPATION

Rationale: RSSI needs to become more visible to new and younger donors in order to grow its overall donor base

Strategy: Host a series of events designed to:

- a) Attract new donors to RSSI
- b) Attract younger donors to RSSI
- c) Bring in revenue from new donors
- d) Increase our visibility in the community

Staff time:	Executive Director	1-2 hrs/month
	Dev/Comms Director	3-5 hrs/month (Jan-May) 5-10 hrs/month (May-Nov)
	Asst. Dir. Of Dev	5-10 hrs/month

Direct Cost: \$25,000 annual budget for all events, including gala

Timetable: Event 1: mid-Spring
Event 2: Summer/early Fall
Gala: November 2017

INSTITUTIONAL GRANTS

GOAL: RASIE AN ADDITIONAL 50K IN GRANTS FROM FOUNDATIONS

Rationale: RSSI has the capacity to expand its philanthropic donor base by at least \$50,000 in 2017. Focus on identifying potential funders, cultivating relationships with funders, and

Strategy: Identify and pursue funding opportunities with new funders and increased funding from current funders.

Staff time:	Executive Director	1-2 hrs/month
	Dev/Comms Director	5 hrs/month
	Asst. Dir. Of Dev	10-15 hrs/month

Direct Cost: \$200/month for access to Foundation Center Directory online (grant research)

Timetable: Ongoing

CORPORATE SUPPORT

GOAL: SECURE FUNDS FROM 2 NEW CORPORATE SPONSORS AT 5K OR HIGHER LEVEL

Rationale: RSSI has not pursued avenues to raise funds from businesses and corporations outside of event sponsorship. There is opportunity to raise funds from a number of mid-size and large Chicago businesses and corporations to advance our mission and work.

Strategy: Apply foundation and donor cultivation strategies in order to secure corporate support, with a focus on:

- a) Identifying connections between board and associate board members to business leaders
- b) Facilitated introductions to corporate giving staff or decisions makers
- c) Focused marketing to businesses about ROI to them (Answer the "What's in it for me?" question.)
- d) Ongoing donor communications (similar to major donor or funder efforts)

Staff time:	Executive Director	1-2 hrs/month
	Dev/Comms Director	8-10 hrs/month
	Asst. Dir. Of Dev	5-8 hrs/month

Direct Cost: Minimal

Timetable: Ongoing