

## ASSOCIATED MINISTRIES DEVELOPMENT PLAN

**MISSION:** To create a sustainable income base for Associated Ministries' current programs and operations, and to increase revenue as the organization grows.

**STRATEGY:** Build a solid fundraising program from the bottom up by breaking down the fundraising program actions into "chewable bites" for board, staff, and volunteers to accomplish.

**TIMELINE:** 2008-2011

### **KEY GOALS AND OBJECTIVES:**

#### **A. FUNDRAISING - Corporate & Foundation**

**\*Key objective:** Raise \$\*\*\* in new funds in 2008

1. Stewardship - Make regular, personalized reports to current funders
2. Develop research on regional foundations via Internet & other sources
3. Meet with \* local corporate contacts to develop relations with potential donors
4. Make a personal introduction to new funding sources where possible
5. Write grant applications and solicit sponsorship opportunities from new funding sources (\*\* grants @ \$\*\*\* each, \*\* grants @ \$\*\*\* each, etc. = \$\*\*\*\*)

#### **B. GOVERNMENT FUNDING**

**\*Key Objective:** Approach local, regional and state sources for funding

1. Identify \*\*\* new sources of grant or contractual funding from government sources in 2008.
2. Expand current government funding grants and contracts where possible to better include administrative costs associated with programming.
3. Explore federal funding sources and determine federal funding viability by 2009.

#### **C. MAJOR GIFTS**

**\*Key Objective:** Raise \$\*\*\* by 2009 and \$\*\*\* by 2010 for AM's Endowment Fund

1. Gain board commitment and approval for Endowment Campaign
2. Create a trained, savvy Endowment Campaign Team (Board, Staff, Volunteers)
3. Gain board approval for an Operational Endowment option
4. Write a Case Statement for Endowment Fund
5. Set policy for naming an Endowment Fund (how much \$, etc.)
6. Do Board Endowment Campaign
7. Identify \*\* Potential Donors & Research Donor Capacity
8. Establish endowment communication and cultivation tools, including:
  - a. Quarterly endowment fundraising mailings
  - b. Campaign Video for use with donors
9. Make visits to key donors starting by end of 2008

**D. ANNUAL GIVING**

\*Key Objective: Raise \$\*\*\* by Dec. 2008, \$\*\*\* by 2009, \$\*\*\* by 2010, and \$\*\*\* in 2011 from individuals.

1. Improve quality, cost effectiveness, and style of quarterly letter through collaboration from board president and development committee with executive director.
2. Secure 100% board giving in 2008, and increase board giving annually
3. Upgrade current donors to increase personal giving by \*\*% dependent on giving levels
4. Reach out to greater community, and cultivate new donors
5. Sustain current donor giving through active outreach and communication including newsletter updates, phone calls, and visits

**E. PLANNED GIVING**

\*Key Objective: Establish Planned Giving program by summer 2008.

1. Research planned giving materials and resources
2. Create & print Planned Giving brochure and informational materials
3. Educate donors and offer opportunities to help

**F. CHURCH & DENOMINATIONAL GIFT SOLICITATION**

\*Key Objective: Improve donor relations & communications with churches

1. Develop denominational strategy
2. Visit one Church a month in which someone from Associated Ministries is meeting with financial or volunteering decision makers
3. Call \*\*\* donor Churches per month
4. Publicize and celebrate agency successes with local congregations

**G. SPECIAL FUNDRAISING EVENTS**

\*Key Objective: Increase fundraising capacity of AM events and through events

1. Create a Board Committee to oversee & support special events
2. Limit staff-driven fundraising events to \*\* each year
3. Develop and encourage partnerships with churches to do fundraising events for A.M.
4. Board takes leadership of Spring Auction

**H. ADMINISTRATIVE SYSTEM**

\*Key Objective: Create a more capable, knowledgeable, effective, passionate development office that will help Associated Ministries achieve its goals

1. Hire experienced development staff
2. Obtain services of fundraising consultant for major gifts and other necessary training
3. Increase use of volunteers
4. Provide clear, concise and regular fundraising training for board and others
5. Update and expand donor page on website
6. Craft key policies that will be tools and guides for agency staff and board
7. Regularly evaluate and report on fundraising program's progress

## ASSOCIATED MINISTRIES DEVELOPMENT ACTION PLAN

	GOAL/OBJECTIVE	ACTION	TIMELINE	RESPONSIBLE PARTY
<b>Corporate &amp; Foundation Fundraising</b>	Raise \$**** in new funds in 2008	Make regular, personalized reports to current funders	Quarterly updates via phone or letter beginning March 08; Ongoing	Dev. Office
		Develop research on regional foundations via Internet & other sources	Ongoing, long term	Dev. Office; grant writer in future
		Meet with *** local corporate contacts to develop relations with potential donors	Research companies in January prior to auction & during summer; Make initial calls by May 08	Exec. or Dep. Dir. and selected board members
		Make a personal introduction to new funding sources where possible	Ongoing, long term	Dev. Dir.
		Write grant applications and solicit sponsorship opportunities from new funding sources	Throughout year, according to their fiscal year; create grant management calendar	Dev. Dir. and with expanded capacity - future grant writer

**EVALUATION:** Development Committee with Development Director and Executive Director will monitor the progress of the Long-Term Development Plan on a semiannual basis. Development Committee Chair will report monthly to the Board of Directors regarding fundraising and development.