**Communities In Schools of North Carolina**

**Resource Development Plan for \_\_\_\_\_\_\_\_, date**

**Development Plan Overview**

**Strategic Goals**

*Revise the following goals as needed.*

1. Develop a diversified fundraising plan that includes unrestricted funds.
2. Create a grant and funding process that expands resources for school sites.
3. Create and implement a comprehensive board development program that engages the Advisory Board.

**Fundraising Goals, Results, and Strategies**

*Enter amounts in the following table:*

|  | **FY 2015 Actual** **(as of date)** | **FY 2016 Budget** | **FY 2016 Actual** **(as of \_\_\_)** | **Strategies/Activities***Use or modify strategies as needed.* |
| --- | --- | --- | --- | --- |
| **Contributions** |  |  |  |  |
| Contributions: Businesses & Organizations |  |  |  | 1. Submit requests as planned.
2. Contact businesses to secure decisions as soon as possible. Confirm that budgeted funding will be secured or develop alternate funding plans.
 |
| Foundations/Grants |  |  |  | 1. Identify new foundation/grant prospects. By Dec., confirm that budgeted funding was secured or develop alternate funding plans.
 |
| Contributions: Individuals |  |  |  | 1. **Advisory Board Campaign.** Implement a board campaign. Launch at the Aug. board meeting Aug. 6). Request commitments from board members by Oct.. At Oct. board meeting, celebrate 100%.
2. **Renew current donors.** Develop plan to ask current individual donors to renew. \* Note: Find out if there are any recent donors who weren’t acknowledged (Hilary will ask Mitch).
3. **Acquire new donors.** Develop plans to connect with and solicit more individuals to secure new individual donors.
 |
| Special Events |  |  |  | 1. Develop event and event projections. Continue 2 events: MLK Day meal and golf tournament
 |
| CISNC In-Kind |  |  |  |  |
| **Total Revenue** |  |  |  |  |

**Action Plan**

*Enter Tasks, Timeline, Person(s) Responsible, and Status in the following table. Sample tasks are included to use or modify, along with adding other relevant tasks.*

| **Task/Activity** | **Timeline** | **Person(s) Responsible** | **Status and Next Steps** |
| --- | --- | --- | --- |
| 1. Create brochure/promotional materials
 |  | CISNC  |  |
| 1. Brainstorm names of new businesses or individuals to contact to ask for support and update/review list on page 3. Prioritize 5 – 7 names at a time, and develop plans for next steps to contact. Use *Prospect Planning Template.* Add specific names and assignments to the next section of this plan.
 |  |  |  |
| 1. Confirm that all is on track to submit requests to businesses as planned
 |  |  |  |
| 1. Next board meeting
 |  |  |  |
| 1. Have the board compile ideas for how the board can help with Resource Development and relationship building. Consider using *Board Sign Up Form to Help with Resource Dev Template.*
 |  |  |  |
| 1. Review CISNC grant research and submission plans; determine next steps.
 |  |  |  |
| 1. Discuss if there are any fundraising events to implement. Assess options. Use *Special Event Assessment Template.*
 |  |  |  |
| 1. Develop church outreach if part of plan.
 |  |  |  |
| 1. Discuss board campaign with the board chair and Develop Committee chair and refine as needed. (Adapt 2 templates as needed: and *Board Campaign Chair Talking Points Template* ***and*** *Board Campaign Follow Up Call Template*.) Plan to prepare ask letters for distribution at the board meeting. (*Board Appeal Letter Template).*
 |  |  |  |
| 1. Launch board campaign by discussing at board meeting; have letters ready to distribute at board meeting. (Ideal timing for Board campaign is 1st quarter. Ensure expectations for support are elaborated in board recruitment and orientation process.)
 |  |  |  |
| 1. Board chair contact board members who haven’t responded to campaign
 |  |  |  |
| 1. Celebrate conclusion of board campaign
 |  |  |  |
| 1. Send update to current donors (e.g., photo of students, email about current success stories)
 | 2 times/year |  |  |

**Prospect and Donor List**

| ***Potential Prospect Names (Name and/or Company)*** | ***Date/Amount of Last Gift & Length of Pledge*** | ***What to ask for*** | ***Connections/ Potential Interest*** | ***Assigned Contact Person*** | ***Timing for Next Step*** | ***Status*** |
| --- | --- | --- | --- | --- | --- | --- |
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Prioritize 5 – 7 of the names listed above. Aim to follow up in the next month. Review next month and identify next group of 5 – 7 names to contact.