



Development Committee 2020 Work Plan

Task		Lead	Timeline	Dev. Plan	Status
Database				Initiative, Section, Bullet	
1	Create and populate a contact management database	Staff	Jan.	I. 2. B2	
2	Develop reports with Comm. input	Staff & DC	March	I. 2. B2	
Grant Support					
1	Create grant tracking tool	Staff	April		
2	Identify grants to support land acquisition, WQ protection, stewardship efforts and education	DC	July		
Annual Giving Program					
1	Evaluate 2019 Annual Giving results and giving history	DC	May	III. O1	
3	Identify ways to diversify funding sources	DC	June	III. S1	
4	Recommend ongoing process and participation targets for EOY 2020	DC	Sept.	III. O2, T1, T3	
5	Create a 3-year fundraising calendar to include revenue generators such as Giving Tuesday, Facebook, Special Events, etc.	DC	Nov.	I. 2. B4	
Land Acquisition Restricted Fund					
1	Create a methodology for comm. members to support land acq. outreach	Staff & DC	June	V. S1 B1	
2	Create a plan to raise and maintain \$20,000 in land acquisition fund for 2021	DC & LC	Dec.	V.	
Sustainability Endowment					
1	Track progress towards Endowment Fund targets	Staff	ongoing	II.	
Outreach & Events - Fundraising and/or Friendraising					
1	a Organize 'Porch Chat' program with key staff and officers	Staff & DC	May	I. 3. B2	
	b Organize 'Porch Chat' program with key staff and officers	Staff & DC	June	I. 3. B2	
	c Organize 'Porch Chat' program with key staff and officers	Staff & DC	July	I. 3. B2	
	d Organize 'Porch Chat' program with key staff and officers	Staff & DC	Aug.	I. 3. B2	
2	Create a promotional video	DC & Volunteers	Oct.	I. 2. B3, 3. B2	
	a Identify audience & intended use of video	DC & O&C	April	I. 2. B3, 3. B2	
	b Create the storyboard	DC	May	I. 2. B3, 3. B2	
	c Gather input from our community members and/or porch chats	DC	Aug.	I. 2. B3, 3. B2	

Members: Nancy Webster (c), Tracy Hughes, (staff) Jim Horein, Dan Rippe, Zach Dean, Karen Horrell ex-officio