



Development Committee 2022 Work Plan

	Task	Lead	Timeline	Category	Status
Grant Support					
1	Find Intern to create Foundation Directory database	Bridget	Summer		
Annual Giving Program					
1	Evaluate 2021 Annual Giving results and giving history	DC	January	III. O1	
2	Identify ways to diversify funding sources	DC	Ongoing	III. S1	
a	Grow Sustainers Program	Staff & DC			
3	Create New Donor Welcome Strategy	DC	Jan./Feb.		
4	Yearend Appeal Letter			III. O2, T1, T3	
a	Review goal set by 2022 budget of \$43,000 (unrestricted) & timeline	DC	August		
b	Draft YEA letter	DC	September		
c	Sign, stuff & mail	Volunteers	Oct & Nov		
d	Thank & celebrate donors	Bridget	Dec		
5	Giving Tuesday				
a	Review goal set by 2022 budget of \$55,000 (unrestricted)	DC	September		
b	Find matching donors & market event	Bridget & Staff	Oct & Nov		
c	Thank & celebrate donors	Bridget	Dec		
Sustainability Endowment					
1	Track progress towards Sustainability Fund Endowment Fund targets	Bridget	Ongoing	II.	
Outreach & Events - Fundraising and/or Friendraising					
1	Organize 'Porch Chat' program				
a	Identify & invite attendees	Bridget & President	March/April	I. 3. B2	
b	Organize, Meet, Thank	Bridget & President	May - Sept	I. 3. B2	
2	2022 Fundraising Event(s)				
a	Create planning committee (if needed)				
b	Market event & participate				
c					
d					
3	Update Annual Report to include infographics & less text	Bridget	Jan/Feb		
4	Holiday Card to Major Donors & Repeat Donors	Bridget & President	Oct/Nov		
Other					
1	Draft 3-year calendar with Giving Tuesday, YEA, Special Events, Projects	Bridget	January	I. 2. B4	

Members: Nancy Webster (c), Tracy Hughes (staff), Zach Dean, Tom Voigt, Bill Pepple, Amy Zaiser, Cathy Johnston, Alison Rhinehart, Barb Wenger, Karen Horrell ex-officio