



## Development Committee 2024 Work Plan

Task		Lead	Assist	Timeline	Status
<b>Annual Giving Program</b>					
1	Evaluate 2023 Annual Giving results and giving history	DC	Caroline	February	
2	Identify ways to diversify funding sources	DC	Caroline	Ongoing	
a	Grow Sustainers Program	DC	Caroline	Ongoing	
3	Create New Donor Welcome Strategy	DC	Caroline	Jan./Feb.	
4	Yearend Appeal Letter				
a	Review goal set by 2024 budget of \$xxxx (unrestricted) & timeline	DC	Caroline	August	
b	Draft YEA letter	DC	Caroline	September	
c	Sign, stuff & mail	staff	volunteers	Oct & Nov	
d	Thank & celebrate donors	Caroline	Tracy	Dec	
5	Giving Tuesday				
a	Review goal set by 2024 budget of \$xxx (unrestricted)	DC	Caroline	September	
b	Find matching donors & market event	Caroline	Tracy	Oct & Nov	
c	Thank & celebrate donors	Caroline	Tracy	Dec	
<b>Sustainability Endowment</b>					
1	Track progress towards Forever Fund Endowment Fund targets	DC	Caroline	Ongoing	
<b>Outreach &amp; Events - Fundraising and/or Friendraising</b>					
1	Organize Porch Chats				
a	Identify & invite attendees	Caroline & BOD Rep.	Tracy	April/May	
b	Organize, Meet, Thank	Caroline & BOD Rep.	Tracy	May - Sept	
2	2024 Event - Run Day, Fun Day				
a	Create planning committee (if needed)	Barb	Caroline/Tracy	January	
b	Market event & participate	DC & Event Comm.	staff	Feb.-July	
3	Update Annual Report to include infographics & less text	Caroline	Tracy	March	
4	Holiday Card to Major Donors & Repeat Donors	Caroline	staff	Dec	
<b>Other</b>					
1	Evaluate Community Response to Fundraisers, Appeals and Events	Caroline	staff	August	

Members: Barb Wenger (Chair), Zach Dean, Carol Dresser, Amy Michael, Bill Pepple, Claire Timmer, Tom Voigt, Nancy Webster, Tracy Hughes (Staff), Caroline Barth (Executive Director), Doug Mulvaney (ex-officio)