

**STRATEGIC FUND DEVELOPMENT AND COMMUNICATIONS PLAN FOR
Girls Inc. of the Central Coast
2020-2023**



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Major Strategic Goal of the Plan: To establish and maintain a fundraising plan for the next three-year period that provides financial sustainability and stability for Girls Inc. of the Central Coast, and that implements the fund development aspects of GICC's Fiscal Year 2020-2023 general Strategic Plan.

Key Initiatives:

1. Strengthen GICC's existing development program so that the organization is positioned with an efficient and best practice based development program to support its current annual operating costs and to generate reserves for growth of GICC's assets, with an expectation of growing the organization further in the years beyond 2023.
2. Elevate the culture of philanthropy among board members, staff and GICC alumnae.
3. Diversify GICC revenue streams, with a focus on increasing the number of individual donors and the amount of donations from individuals each year.
4. Cultivate relationships with major donors and increase the amount of annual major gift donations.
5. Encourage and increase giving by corporations each year.
6. Encourage and increase giving by foundations each year.
7. Investment of GICC's excess available funds according to the Statement of investment Policies and Objectives included on the Accounting policies manual on FYE 2020.
8. Make GICC a household name in the region by raising the visibility and awareness of our identity, mission, and activities through public relations and marketing activities.
9. Promote GICC as the preeminent development organization for girls and young women in Monterey, Santa Cruz and San Benito Counties.
10. Retain a Director of Donor Relationships and Communications and work with this individual to promote the initiatives in this plan.

Brief History and Case for Support

In 1999, Girls Inc. of the Central Coast began with one program at one high school in Salinas, and achieved full affiliate status with Girls Inc. National in 2007. GICC is a nonprofit, public benefit corporation that serves girls ages 8-18.

GICC's diverse board of directors and management staff have been entrusted with the stewardship of the programs and services of GICC, designed to *inspire all girls to be strong, smart, and bold and to respect themselves and the world around them.*

Where we've been: For the first 12 years of its existence, GICC worked under the umbrella of the ACTION Council of Monterey County to develop its infrastructure, programs, and a strong record of serving Monterey County girls and young women.

We are proud of our accomplishments to date. We have increased the number of girls served to 1,744 in FYE 2019 and have continued expanding our programs and services in Monterey, San Benito and Santa Cruz counties.

Where we're headed: While these accomplishments are impressive, we've only begun to scratch the surface of need in our community. In spite of the central coast's great bounty and rich cultural diversity, many girls and young women continue to face barriers to higher education, including language barriers, poverty and geographic isolation. GICC's programs seek to serve as many girls and young women as possible presenting them with opportunities to expand their life and educational experiences and goals.

Over the coming three year period, we will focus on strengthening the internal functioning of the organization and ensuring stable and reliable funding sources so that GICC is positioned to sustainably expand in the years beyond 2023. We will seek new opportunities to cultivate interest and support from individual donors and from within the business community.

With a strong foundation structure in place, GICC has chosen this time to focus greater attention and resources on one of our primary goals: to grow the assets of GICC in order to enable our organization to provide greater support to the communities we serve.

GICC's 2020-2023 Fund Development and Communications Plan will guide us as we strive to accomplish the following goals:

- Focus on increasing the proportion of funds from individual donors.
- Double our donor database and our potential for expanded fundraising through an aggressive program of outreach to community members as well as personal contacts of the board and staff.
- Significantly increase our focus on the identification, cultivation solicitation, recognition and stewardship of major donors.
- Brand GICC's vision, mission and image in the community by more aggressively discussing, reporting and publishing our activities and accomplishments, as well as by increasing marketing and visibility.
- Investment of GICC's excess available funds according to the Statement of investment Policies and Objectives.

Unique Challenges: GICC has been very successful in recent years at obtaining grant funding and we want to replicate that success in the context of identifying, engaging, and retaining a greater number of individual donors and major donors.

We commit our organization, including staff, board members and other volunteers, to building a disciplined, efficient, best practice development program to support the mission of GICC and to generate reserves that will expand our capacity to impact girls and young women on the central coast for generations to come.

SOURCES OF FUNDING- DRAFT

Outline specific sources of funding to reach your target revenue goal.

	FY 15-16 actual	FY 16-17 actual	FY 17-18 actual	FY 18-19 actual	FY 19-20 actual as of 3- 30-20	FYE 2020 % of total	Target FY 2020-21	Actual YTD FY 20-21	Target FY 2020 % of actual	YTD % Achieved
Earned Income										
> Fees	41,752	50,828	52,222	51,774	38,660	100.0%	45,825	0	#DIV/0!	0%
> Merchandise	460	394.75	0	0	0	0.0%	0	0	#DIV/0!	0%
> Contracts	0				0	0.0%	0	0	#DIV/0!	0%
> Other	0	2084	2539	6750	0	0.0%	0	0	#DIV/0!	0%
TOTAL	42,212	53,306	54,761	58,524	38,660	100.0%	45,825	0	#DIV/0!	0%
Fundraising										
> Foundations/Grants	778,466	260,075	798,758	534,109	424,685	54.7%	334,134	0	#DIV/0!	0%
> Individual Donors	115,580	171,554	249,738	150,558	206,416	26.6%	116,272	0	#DIV/0!	0%
> Events	165,934	177,327	151,465	190,398	102,192	13.2%	174,349	0	#DIV/0!	0%
> Corporate/business sponsors	13,350	35,425	38,140	45,585	42,600	5.5%	56,500	0	#DIV/0!	0%
> Other	0						0	0	#DIV/0!	0%
TOTAL	1,073,330	644,380	1,238,101	920,650	775,893	100.0%	681,255	0	#DIV/0!	0%
Other Revenue										
> Interest	3203	4705	6709	14515	21,119	4.4%	5,760	0	#DIV/0!	0.00%
> Investments	-2202	9125	5,164	1,134	-15,011	-3%	0	0	#DIV/0!	0%
Carry Over Funds/ Rcvd for FY16-17		258,115			0	0.0%	0	0	#DIV/0!	0%
Carry Over Funds/ Rcvd for FY17-18			139,948		0	0.0%	0	0	#DIV/0!	0%
Carry Over Funds/ Rcvd for FY18-19				409,943	0	0.0%	0	0	#DIV/0!	0%
Carry Over Funds/ Rcvd for FY19-20						98.7%		0	#DIV/0!	#DIV/0!
Carry Over Funds/ Rcvd for FY20-21							468,902	0	#DIV/0!	
TOTAL	1,001	271,945	151,821	425,592	478,386	100%	474,662	0	#DIV/0!	0%
TOTAL REVENUE	1,116,543	969,631	1,444,683	1,404,766	1,292,939		1,201,742	-		

<p align="center">THE FIVE ELEMENTS OF SUCCESSFUL FUNDRAISING</p>	<p align="center">ACTION STEPS</p>
<p>GICC will rely on five primary fundraising approaches that are incorporated into the specific strategies in this document. Each approach provides opportunities for board and staff members to participate where they feel comfortable. These strategies include:</p> <p><u>Identification:</u> Efforts to identify new donors and donor prospects will include regular dialogue among board, staff and others to expand GICC’s contacts from all available sources.</p> <p><u>Cultivation:</u> We will use a variety of approaches to interact with current and potential donors to GICC and to educate and convey our passion for the mission of GICC.</p>	<p><u>Steps for Identifying donor prospects:</u></p> <ul style="list-style-type: none"> • Staff will circulate an updated donor database to the Board and the development committee for review periodically throughout the year. • Each board and development committee meeting will include discussion of current and potential donor contacts for the purpose of generating additional names to be entered into the GICC donor database and/or to make a specific approach (such as an invitation to attend a session at one of the schools or visit the office). • Staff and board members will offer contacts from clubs and organizations, personal acquaintances, other boards, business associates, etc. • We will thoroughly examine our donor base for lapsed donors to determine whether they can be reengaged. <p><u>Methods for Cultivating donors:</u></p> <ul style="list-style-type: none"> • Invite donors for coffee/lunch. • Encourage them to attend GICC program activities (graduations, selected ECHO modules, etc.). • Invite them to support GICC events. • Invite them to serve on committees. • Invite engaged donors to serve on the board or in an advisory capacity. • Ask them to participate in volunteer activities. <p><u>We will:</u></p> <ul style="list-style-type: none"> • Make community presentations using power point, testimonials and/or video. • Publish testimonials using multimedia resources. • Write letters and make calls.

<p align="center">THE FIVE ELEMENTS OF SUCCESSFUL FUNDRAISING (CONT.)</p>	<p align="center">ACTION STEPS</p>
<p><u>Solicitation</u>: GICC will plan and execute “ask” meetings with cultivated donors.</p> <p><u>Recognition</u>: GICC will use a variety of recognition techniques to ensure that donors feel their support is appreciated and is a source of pride for the organization.</p> <p><u>Stewardship</u>: Once prospects become donors, we will continue to engage their interest and support using a variety of approaches.</p>	<p><u>Steps for Soliciting Cultivated Donors</u></p> <ul style="list-style-type: none"> • Each solicitation meeting is planned in advance, with each participant knowing his/her role in the visit. • Visits are done in pairs at a minimum, with the executive director or deputy director present in all but rare cases. • Each board member will be involved in developing strategies for at least one solicitation meeting with major donors per year. <p><u>Steps for Recognizing Donors</u></p> <ul style="list-style-type: none"> • Staff will mail “gift” acknowledgements within 48 hours of gift receipt. • Board members will make thank you phone calls or write thank you notes to all donors of \$100 and above. • Staff will publish selected foundation and corporate names in GICC publications and reports. • Staff will write feature stories on selected donors in GICC publications. • GICC leaders will recognize selected sponsors at events whenever possible. • Staff will prepare selected sponsor recognition displays at GICC events when appropriate and feasible. <p><u>Steps for providing Donor Stewardship</u>:</p> <ul style="list-style-type: none"> • Continue to thank them by letter • Continue to recognize them at events and in PR • Send letters to inform or invite them to events • Make follow up calls to our invitations to attend events • Invite them to special appreciation events • Report results of our activities

STRATEGIES FOR FUNDRAISING	WHO	WHEN	BENCHMARKS
<p>1. Increase the number of individual donors at each level of the donor count range.</p> <p>a. Strategies are outlined throughout the entire document.</p>	<p>Staff Fund Development committee Board</p>	<p>On-going</p>	<p>Number of donors at each level of the donor count range increases</p> <p>All benchmarks need numbers – either number of donors or total amount of donations</p>
<p>2. Identify, cultivate and solicit major donor prospects to request gifts in the range of \$2,500 or more.</p> <p>a. Fund Development committee and board regularly provide, review and update contact information. A solicitation team for each major donor will be formed; it will develop an individual strategy, arrange for a solicitation meeting and conduct all follow up with each donor prospect.</p> <p>b. Fund Development committee and staff discuss progress and devise corrective steps if progress is lagging.</p>	<p>Staff Fund Development committee Board</p> <p>Staff Fund Development committee Board</p> <p>Staff Fund Development</p>	<p>Solicit a minimum of 8 – 10 major donors each quarter during fiscal year</p> <p>Monthly at a minimum</p>	<p>Raise a minimum of \$30,000</p> <p>Meet at 2 least major donor prospects per quarter.</p> <p>Amount of \$\$ raised by 6/30 of each year. Frequency of updates/progress reports.</p>
<p>3. Future plan to promote bequests to GICC.</p> <p>a. Conduct development committee and Board education on this process</p> <p>b. Prepare and send a donor mailer containing relevant information</p> <p>c. Develop printed materials and website information.</p> <p>d. Social Media Updates (Facebook, Twitter, Instagram)</p> <p>e. Additional steps TBD</p>	<p>Staff Fund Development committee</p>	<p>On-going</p>	<p>Completion of donor mailer by 9/30</p> <p>Availability of brochures and/or information on GICC web site.</p>
<p>4. Launch board and staff annual giving campaign.</p> <p>a. Arrange a meeting with each board member to discuss member’s view of how organization is operating.</p> <p>b. Invite staff to be formally included in this campaign.</p> <p>c. Invite community committee members to be included in this campaign.</p>	<p>Staff Fund Development committee</p>	<p>On-going</p>	<p>Achieve gifts and pledges of at least \$15,000. Achieve 100% board and staff participation.</p> <p>The Fund Development chair and Executive Director will meet with the board members.</p>

STRATEGIES FOR FUNDRAISING (CONT.)	WHO	WHEN	BENCHMARKS
<p>5. Conduct mail campaigns as follows:</p> <ul style="list-style-type: none"> a. December “Ask” letter sent to present and past donors b. Smart Choices sponsorship letter to GICC mailing list c. Strong, Smart, and Bold summer camp sponsorship letter d. Identify selected direct mail respondents for the purpose of increasing their gift level 	<p>Staff</p> <p>Staff</p> <p>Staff</p> <p>Staff Fund Development committee Board</p>	<p>November</p> <p>April</p> <p>May</p> <p>On-going</p>	<p>Raise a minimum of \$14,000</p> <p>Raise a minimum of \$6,500</p> <p>Raise a minimum of \$6,000</p> <p>Number of successful conversions</p>

<p>6. Hold successful special events including:</p> <ul style="list-style-type: none"> a. Bubbles & Bags Fundraiser b. San Benito Tastes & Treasures and Luncheon c. King City event(s)- Brunch in the Barn d. Santa Cruz Luncheon e. Chocolate bar sales- Fall& Spring f. Monterey County Luncheon- Ask Event 	<p>Staff Fund Development committee, Board</p> <p>Staff, SB advisory committee</p> <p>Staff KC advisory committee</p> <p>Staff SC advisory committee</p> <p>Staff /Youth leaders/Participants</p> <p>Staff Development committee, Board</p>	<p>November</p> <p>September & April</p> <p>August</p> <p>April</p> <p>Nov & March</p> <p>April</p>	<p>A minimum of \$230,850 gross from all sources:</p> <p>A minimum of \$58,300</p> <p>A minimum of \$40,050</p> <p>A minimum of \$21,450</p> <p>A minimum of \$37,400</p> <p>A minimum of \$18,500</p> <p>A minimum of \$55,150</p>
<p>STRATEGIES FOR FUNDRAISING (CONT.)</p>	<p>WHO</p>	<p>WHEN</p>	<p>BENCHMARKS</p>
<p>7. Participate in other events as opportunity arises.</p> <ul style="list-style-type: none"> a. Pro-act b. Big Sur Marathon c. Others as available 	<p>Staff Youth leaders</p>	<p>Aug & Jan</p>	<p>A minimum of \$1,200</p>
<p>8. Provide on-going fund development training for the board and staff to enhance their comfort and effectiveness in supporting GICC’s fundraising goals.</p> <ul style="list-style-type: none"> a. Board/fund development training on fund development strategies <ul style="list-style-type: none"> 1. Individual asks 2. Put together a 3-year strategic plan 3. Provide education on tax advantaged giving and testamentary bequests b. Executive director to attend the GI national conference. c. When possible, staff and board attend Girls Inc. National and regional training conferences. 	<p>Staff Fund development committee Board</p> <p>Staff</p> <p>Staff Board</p>	<p>Annually</p> <p>On-going</p> <p>On-going</p>	<p>Consultant is hired, as needed</p> <p>Conducts training with 100% of board.</p>

EVALUATION OF DEVELOPMENT STRATEGIES	WHO	WHEN	BENCHMARKS
<p>1. Annually evaluate and refine GICC’s fundraising events, including:</p> <ul style="list-style-type: none"> a. Monterey County Luncheon b. Bubbles and Bags event c. San Benito event d. King City event e. Santa Cruz event(s) f. Other events/ Wine & Chocolate <p>Determine whether to continue every event or focus on 3 or 4</p>	<p>Staff Development committee Board Advisory committees as appropriate</p>	<p>Pre and Post event</p>	<p>Conduct review and complete a report for each event, identifying challenges and opportunities for improvement.</p> <p>After each event the Executive Director will provide the outcomes (income & expenses) of the event to the Board, Fund Development committee and to the King City, Santa Cruz and San Benito committees.</p>
<p>2. Prepare updates on fund development and donor development reports.</p> <ul style="list-style-type: none"> a. Provide monthly progress updates to development committee and board and quarterly updates to finance committee. 	<p>Staff Development committee</p>	<p>On-going</p>	<p>Reports documented in meeting packets and presentations.</p>
<p>3. Annually evaluate and update the GICC Development and Communications Strategic Plan, including financial goals and activities and submit to the board for approval.</p> <p>Analyze:</p> <ul style="list-style-type: none"> a. Did we achieve dollar fund raising goals? b. Did we achieve our financial and qualitative benchmarks? 	<p>Staff Development committee Board</p>	<p>May-June Submit to Board in July</p>	<p>Revise plan each year.</p>
<p>1. Annually review the development of the donor database.</p>	<p>Staff</p>	<p>February</p>	<p>Recommendations reported to executive director. Action steps incorporated in budget.</p>

STRATEGIES FOR COMMUNICATIONS AND BRANDING	WHO	WHEN	BENCHMARKS
1. Plan, produce and disseminate: <ul style="list-style-type: none"> a. Monthly e newsletters b. 5 or more press releases on current GICC activities: <ul style="list-style-type: none"> Fundraiser Events: Luncheons, Bubbles & Bags, Wine & Chocolate. College retreat Capital trip Graduations Summer programs Breaking news 	Staff, PR/Marketing Staff, PR/Marketing	Monthly August October_ February/March April May As necessary	Evidence of publication emailed as scheduled Media contacted
2. Hire consultant : <ul style="list-style-type: none"> a. To access existing messaging and materials for cultural and literacy appeal b. Update branding and collateral materials in keeping with standards of the organization 	PR/Marketing Consultant Coordinate with fund development plan/ committee Same as above	August (Packard grant) February/March – year?	Session with consultant on marketing materials and strategies Updated materials produced
3. Continue updating website reflecting changes above	Same as above	February/March	Track website activity, including online event registrations and donations.
4. Participate in volunteer events with groups of girls, for example: <ul style="list-style-type: none"> a. Big Sur Marathon b. Pro-Act c. Others 	Staff	Aug/Jan	Participate in a volunteer activity with girls as they are invited if schedules permit
5. <ul style="list-style-type: none"> a. Develop new video to be used in fundraisers and presentations made by GICC board members and staff in the community. b. Post on the GICC Website. 	Staff PR/Marketing Committee	October	Completion of new video
6. Maintain an active presence on Facebook, Twitter and Instagram, getting the word out about current activities.	Staff	Weekly	Evidence of new updates

STRATEGIES FOR COMMUNICATIONS AND BRANDING (CONT.)	WHO	WHEN	BENCHMARKS
7. Join and utilize networks of potentially interested parties <ul style="list-style-type: none"> a. Join the Chamber of Commerce (Salinas, Monterey, or both) and b. Attend Chamber mixers, look for professional women to speak at ECHO and summer camps c. Join other related organizations <ul style="list-style-type: none"> 1. Professional Women’s organization 2. Empower 3. Development Executives Network 	Staff Board	Ongoing	Membership in various networking organizations Chamber Membership
8. Executive Director appears on local access television	Staff	As opportunities arise	Appearances occur.

STRATEGIES FOR GRANT PROCUREMENT	WHO	WHEN	BENCHMARKS
Research new grant sources <ul style="list-style-type: none"> a. Weekly newsletter (subscription) b. Referrals from board members, outside sources c. Web searches 	ED/grant writer	On-going	Identification of potential foundations that benefit Girls Inc.’s programs and mission
Limit new grant applications to those sources offering grants of \$7,500 or more <ul style="list-style-type: none"> a. Exceptions only for specific referrals or request to submit from funding source – or once awarded, the opportunity exists for increased funding in successive years 	ED	On-going	New applications all \$7,500 or above
Determine whether existing foundations will give more each year or offer multi-year grant <ul style="list-style-type: none"> a. Ask specific funders with which Girls Inc. has a partnership history/track record 	ED/grant writer	Annually	Increase in size of grants

CALENDAR PR/MARKETING FY 2020-2021

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Strong, Smart and Bold Summer Camp												
Recruitment of Youth Leaders		X	X									
Interview of Youth Leaders			X									
Training of Youth Leaders					X							
Prepare materials and agendas for program					X							
Recruitment of new participants			X		X	X						
-Post Website and Facebook, twitter			X		X	X						
Program- July 2020							X					

2020-2023 STRATEGIC FUND DEVELOPMENT & COMMUNICATIONS PLAN

Revised 5/6/2020

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
ECHO Leadership program									X			
-Recruitment of new mentors	X	X	X		X					X	X	
-Post Website and Facebook, twitter	X	X	X	X	X			X	X	X	X	
-Interview of new mentors					X							
-Training of new mentors						X						
-Recruitment of new Youth Leaders		X	X									
Interviews of new Youth Leaders					X				X			
-Hire and Train new Youth Leaders					X	X	X					
Staff meeting with Youth Leaders	X	X	X		X		X	X	X	X	X	X
Recruitment of new high school participants			X		X							
- Post Website and Facebook, twitter			X	X								
Interview of new ECHO participants						X						
Congratulations letters and call to all participants						X						
ECHO program Begins August –April	X	X	X	X				X	X	X	X	X

2020-2023 STRATEGIC FUND DEVELOPMENT & COMMUNICATIONS PLAN

Revised 5/6/2020

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Press Release Welcoming new mentors, participants ECHO Leadership program								X				
Press Release College Retreat										X	X	
Story of a girl Short video												
Press Release Capitol Trip		X	X									
Story of a girl Short video												
Press Release ECHO Graduation												
Story of a girl Short video												

2020-2023 STRATEGIC FUND DEVELOPMENT & COMMUNICATIONS PLAN

Revised 5/6/2020

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Smart Choices Program				X								
Recruitment of facilitators	X	X										
Prepare agendas and train program facilitators			X	X								
Recruitment of new participants			X	X						X	X	
-Post Website and Facebook, twitter			X	X								
Parent meeting					X							
Smart Choices Program second/third week of June						X						

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Press Release Recruitment of participants for Smart Choices program					X							
Story of a girl Short video							X					

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Revised 5/6/2020

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Will Power/Won't Power Program			X									
Recruitment of Youth Leaders		X	X									
Interview of Youth Leaders					X							
Training of Youth Leaders							X					
Staff meeting with Youth Leaders	X	X	X	X			X	X	X	X	X	X
Prepare materials and agendas for program							X					
Recruitment of new participants								X		X	X	
-Post Website and Facebook, twitter							X	X				
Program Begins									X	X	X	

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Press Release Welcoming new participants									X			
Press Release End of program											X	
Story of a girl Short video												

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Revised 5/6/2020

-	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Growing Together												
Prepare materials and agendas for program			X		X							
Recruitment of new participants	X	X	X	X					X	X		
-Post Website and Facebook, twitter									X	X		
Program Begins	X	X	X	X	X				X	X	X	X

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Press Release Welcoming new participants	X	X	X							X	X	
Press Release End of program				X			X					
Story of a mom and daughter Short video												
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Friendly PEERsuasion Phase 1			X									
Recruitment of Youth Leaders		X	X									
Interview of Youth Leaders					X							
Training of Youth Leaders											X	
Prepare materials and agendas for program											X	

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Revised 5/6/2020

Recruitment of new participants											X	X	
-Post Website and Facebook, twitter											X	X	
Program Begins	X	X	X										X

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Friendly PEERSuasion Phase 2				X	X							
Training of Youth Leaders											X	
Prepare materials and agendas for program											X	
Recruitment of new participants										X	X	
-Post Website and Facebook, twitter										X	X	
Program Begins				X	X							

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Press Release Welcoming new participants				X								X
Press Release End of program					X							
Story of a girl Short video												

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Revised 5/6/2020

-	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Ask letter End of year												
Mail out ask letter to all of our donors (Monterey, Santa Cruz, San Benito County)											X	
-Post Website and Facebook, twitter											X	X

-	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Ask letter for the Smart Choices Sponsors												
Mail out ask letter to all of our donors (Monterey, Santa Cruz, San Benito County)		X										
Mail out a second ask letter			X									
-Post Website and Facebook, twitter		X	X									
Program						X						

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Revised 5/6/2020

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Bubbles and Bags Event												
Reservations for event location												X
Recruitment of Volunteer/ Committee members					X	X	X	X	X			
Recruitment of event sponsors					X	X	X	X	X			
Work on Save the Date Cards								X				X
-Mail out Save the Date Cards									X			
Work on Invitations									X			
Mail out invitations									X			
Get speakers												
Keep in communication with Committee		X	X	X								
Event											X	

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	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Monterey County Spring Luncheon				X								
Reservations for event location												X
Recruitment of Table Captains	X											
Recruitment of event sponsors	X	X										
Work on Save the Date Cards												X
Mail out Save the Date Cards	X											
-Work on Invitations	X											
Mail out invitations		X										
Get speakers for luncheon												X
Keep in communication with Table Captains		X	X	X								
Keep in communication with program event speakers		X	X									
Event				X								

2020-2023 STRATEGIC FUND DEVELOPMENT & COMMUNICATIONS PLAN

Revised 5/6/2020

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Ask letter for the Smart Choices Sponsors												
Mail out ask letter to all of our donors (Monterey, Santa Cruz, San Benito County)		X										
Mail out a second ask letter			X									
Program						X						
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Luncheon for San Benito County				X								
Reservations for event location										X		
Recruitment of Table Captains												X
Recruitment of event sponsors	X											X
Work on Save the Date Cards												X
-Mail out Save the Date Cards	X											
Work on Invitations												
Mail out invitations			X									
Get speakers for luncheon		X										
Keep in communication with Table Captains	X	X	X									
Keep in communication with program event speakers			X									
Event				X								

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Revised 5/6/2020

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Tastes & Treasures San Benito Event												
Reservations for event location	X											
Recruitment of Wine Vendors and Women Chefs						X						
Recruitment of event sponsors		X	X	X	X	X	X					
Auction items		X	X	X	X	X	X	X				
Work on Save the Date Cards				X								
-Mail out Save the Date Cards						X						
Work on Invitations						X						
Mail out invitations			X				X					
Add to website						X						
Send out Press Release to all media about event						X	X	X				
Get all auction items ready in baskets								X				
Event									X			

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Revised 5/6/2020

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Luncheon for King City												
Reservations for event location			X									
Recruitment of Table Captains				X								
Recruitment of event sponsors				X								
Work on Save the Date Cards				X								
-Mail out Save the Date Cards					X							
Work on Invitations				X								
Mail out invitations						X						
Get speakers for luncheon			X									
Keep in communication with Table Captains				X	X	X	X					
Keep in communication with program event speakers					X	X	X	X				
Event								X				

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Santa Cruz Events												
Wine & Chocolate Fundraiser									X			
Reserve Location												
Work on flyer Invitation							X					

2020-2023 STRATEGIC FUND DEVELOPMENT & COMMUNICATIONS PLAN

Revised 5/6/2020

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Spring Luncheon for Santa Cruz County				X								
Reservations for event location												X
Recruitment of Table Captains	X											
Recruitment of event sponsors	X	X										
Work on Save the Date Cards												X
-Mail out Save the Date Cards	X											
Work on Invitations	X											
Mail out invitations		X										
Get speakers for luncheon												X
Keep in communication with Table Captains		X	X	X								
Keep in communication with program event speakers		X	X									
Event				X								