

Literacy Volunteers of Oswego County, Inc. Fund Development Plan June 2008

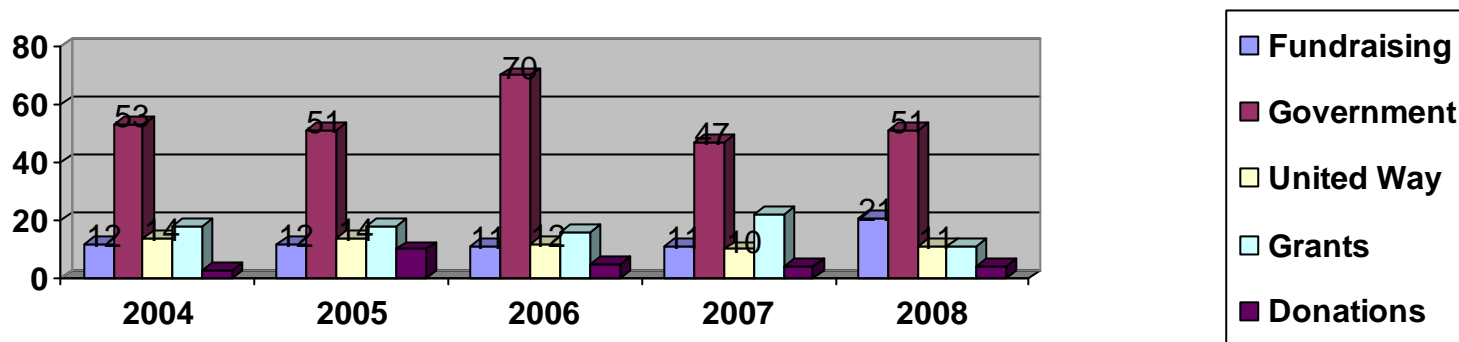
OVERALL GOAL: Create a balance of fund development strategies that result in LVOC not relying too heavily on funds from one particular area of grant sources or fundraising (non-grant) initiatives.

2008-09 GOAL: Raise at least 25% of funds through both special events and general donation contributions which result in unrestricted revenue for general operations of the agency to adequately meet its mission.

OBJECTIVE 1: Increase donor pool of 279 (donors since 1/1/2003) by 10% annually through the use of public awareness activities. Donor pool will include past and current donors, past, current, and prospective tutors, past and current students, past and current volunteers including Board Members, and those with whom members of the agency have an existing relationship.

OBJECTIVE 2: Manage and monitor donor activity to solicit planned giving opportunities resulting in major gift donations which enhance the long-term future stability of the organization to effectively and adequately meet its mission.

OBJECTIVE 3: Plan and coordinate annual fundraising events which heighten the awareness of literacy issues facing adults and their families by involving private industry and community members in soliciting donations from donor pool.



OBJECTIVE 1: Increase existing donor pool by 10% annually through the use of public awareness activities and Point of Entry events. Donor pool will include past and current donors, past, current, and prospective tutors, past and current students, past and current volunteers including Board Members, and those with whom members of the agency have an existing relationship. Number of 2005 donors was 70.

ACTIVITY	PERSON(S) RESPONSIBLE	TIMELINE	PROGRESS/ COMPLETE D	COMMENTS
1. Board Members will provide a list of at least 5 people annually who may show an interest in being involved with LVOC in any capacity.	Board of Directors Executive Director	June and November		Breakfast invites and Membership Drive
2. Increase the level of Board giving an annual donation to 100%.	Board of Directors	Annually		To be included in board orientation.
3. Hold an annual event which recognizes those who have contributed and supported the LVOC as well as those who have successfully achieved literacy goals as a result of being in the program.	Executive Director Board of Directors	Second Tuesday in July	Held successful events	Collage of students/tutors, different color nametags for different positions
4. Develop a one-page list of different giving options donors have when considering a gift to LVOC			DRAFT	Brainstorm – wish list, planned giving, membership
5. Develop an Annual “Tips for Giving” for December Newsletter showcasing need for private contributions and vehicles in which one can give	Executive Director	December annually		
6. Provide financial information for Annual Report for current and prospective donors so they can understand our agency’s financial status and needs.	Executive Director	Post on website		PR Committee to produce; Fund Dev to assist with distribution

OBJECTIVE 2: Manage and monitor donor activity to solicit planned giving opportunities resulting in major gift donations which enhance the long-term future stability of the organization to effectively and adequately meet its mission.

ACTIVITY	PERSON(S) RESPONSIBLE	TIMELINE	PROGRESS/ COMPLETED	COMMENTS
1. Recruit and train volunteer to maintain donor database	Executive Director	June 2008	Current Experience Works member	
2. From existing donor pool, identify appropriate giving opportunities	Executive Director Fund Dev. Committee	December 2008		

OBJECTIVE 3: Plan and coordinate at least two annual fundraising events which heighten the awareness of literacy issues facing adults and their families by involving private industry and community members in soliciting donations from donor pool.

ACTIVITY	PERSON(S) RESPONSIBLE	TIMELINE	PROGRESS/ COMPLETED	COMMENTS
1. Review and improve our fundraising events	Executive Director Board of Directors	Annually		
2. Coordinate and plan Annual Literacy Breakfast	Executive Director Board of Directors	December annually		
3. Develop Annual Fundraising Plan	Fund Dev. Committee	July 2008		