

APPENDIX 4
FACT Fundraising Plan 2005

Strategy	Expected Revenue	Action Steps	Who	When / Cost
MEMBERSHIP: goal 150 (\$9,000)				
Individual / family / org		4-5 memberships per board member		
Renew (80%) 85 * \$30	\$ 3,750	1. Mail 2 membership appeals (<i>One sent</i>)	Staff	Feb. 1, Nov. 1
New 40 * \$30		2. After 2 nd appeal, board make personal contacts to non-renewals	Staff / Board	June
		3. Go to events, collect names	Staff / volunteers	Ongoing
		4. Add contacts to prospect list	Board	Ongoing, Sept- Oct
Supporting				
Renew (100%)13 * \$100	\$ 2,300	1. Send two membership appeals (<i>One sent</i>)	Staff	Feb.1, Nov.1
New 10 * \$100		2. After 2 nd appeal, board make personal contacts to non-renewals	Board/ Staff	June
		2. Board members solicit businesses - draft letter /follow up call/ meetings	Board	Ongoing, January
		3. Continue to build database	Board/Staff	Ongoing, Sept - Oct
Government				
2 municipalities * 1,000	\$ 2,000	1. Write personal letters, set up meetings (DONE)	---	---
		2. Followup calls	Staff	end of January
		3. Devise strategy for other jurisdictions (for 2006)	Board / staff	August
Major Donor				
1*1,000	\$ 1,000	Send letter, set up mtg (DONE)	Staff – initiate	November 05
			Board – go to mtg	
SPECIAL EVENTS				
Raffles	\$ 400	1. Board members take turns securing raffle item for three ed/out meetings and major cleanups	Board	Bimonthly / No cost
		2. Staff / volunteers / steering committee sell tickets before meeting	Board / Staff	
Old Bag of Nails “Cocktails for Conservation”	\$ 1000	1. Meet with OBN staff/owner	Jim, Heather	Event in May?
		2. Develop invite list, Bexley resident coordinator	Jim, Heather, Board	
Canoe Float	\$ 300	1. Determine river reach, equipment, date	Jim, Mike	Event in June / July?
		2. Extend invites to members first, partners for free?		
FR Dinner	\$ 2,500	1. Meet with Winebrenners to start planning event	Staff	April
		2. Publicity / invites / planning, etc.	Staff / Board	April - September
FOUNDATION GRANTS				
Five-Star Restoration Grant	<i>Up to \$20,000</i>	1. Assess feasibility, partners, etc.	Staff / Watch com.	ASAP
		2. Write grant (Due March 1 st)	Staff / Watch com.	February
Altria Grant	<i>Up to \$20,000</i>	1. Reassess need, feasibility for use of grant for consultant to work on zoning	Staff/ Board	August
		2. Write grant (Due November 1 st)	Staff / FR committee	
Research other grants	- 0 -	1. Make grants calendar	Staff	January
CORPORATE GIVING				
UBS Employee Volunteer Grant	\$ 500	1. Consider grant projects	Staff; Jim Lunde	(no deadline)
		2. Apply for grant		
OTHER				
Phase II Education Contract	?	1. Talk to Bexley in February, reassess interest	Staff	February
Work Place Giving		1. File 501(c)3	Board	January 05
		2. Enlist with Earth Shares, ODNr/OEPA	Staff	End of September
TOTAL	13,700			