

## FY22 Fund Development Plan

<b>Individual Giving</b> <b>FY22 Goal = \$425,000</b>			
Strategy	FY21 Results	Action Steps	Projected Revenue
Increase active donors to 350 (19% increase) and aim for average gift amount of at least \$1,500	<ul style="list-style-type: none"> <li>▪ 294 active donors</li> <li>▪ 17% decrease from FY20</li> <li>▪ \$1,142,818.32 in revenue</li> <li>▪ Average gift = \$2,385.84</li> </ul>	<ul style="list-style-type: none"> <li>▪ See donor segment action steps below</li> </ul>	Average gift at \$1,500 for 350 active donors = \$525,000
<b>Donor Segments</b>			
Increase the number of <b>retained donors</b> to 100 and with an average gift of at least \$3,000	<ul style="list-style-type: none"> <li>▪ 98 retained donors</li> <li>▪ 28% donor retention rate</li> <li>▪ 26% decrease from FY20</li> <li>▪ \$638,097.72 in revenue</li> <li>▪ Average gift = \$6,511.20</li> </ul>	<ul style="list-style-type: none"> <li>▪ Identify specific touchpoints based on longevity and interest</li> <li>▪ ED meeting/call with FY21 donors over \$2,500 by October 31</li> <li>▪ Ongoing personal thank you notes for donors</li> <li>▪ Stewardship event in Spring 2022 for retained donors over \$5,000</li> </ul>	Average gift at \$3,000 for 100 retained donors = \$300,000
Secure 150 <b>new donors</b> with an average gift of \$1,000	<ul style="list-style-type: none"> <li>▪ 158 new donors</li> <li>▪ 2% increase from FY20</li> <li>▪ \$244,962.96 in revenue</li> <li>▪ Average gift = \$1,113.47</li> </ul>	<ul style="list-style-type: none"> <li>▪ Monthly Giving Campaign/ <i>[detailed below]</i></li> <li>▪ Implement Lunch and Learn events quarterly (January, April, June)</li> <li>▪ Colorado Gives Day campaign (11/1 to 12/7)</li> </ul>	Average gift at \$500 for 150 new donors = \$150,000
<b>Reactivate at least 40 donors</b> with an average gift of \$2,000	<ul style="list-style-type: none"> <li>▪ 38 reactivated donors</li> <li>▪ 42% decrease from FY20</li> <li>▪ \$259,757.64 in revenue</li> <li>▪ Average gift = \$5,301.18</li> </ul>	<ul style="list-style-type: none"> <li>▪ Identify relationships between current stakeholders and prior donors and assign point person to make a personal ask</li> <li>▪ Past donor re-engagement events (December and April)</li> <li>▪ Monthly Giving Campaign/ <i>[detailed below]</i></li> </ul>	Average gift at \$2,000 for 40 reactivated donors = \$80,000

<b>Type: Monthly Giving Program</b> <b>FY22 Goal: \$35,000</b>			
Strategy	FY21 Results	Action Steps	Projected Revenue
Retain current monthly donors and increase average monthly gift to \$75	<ul style="list-style-type: none"> <li>▪ 8 monthly donors</li> <li>▪ \$6,751.91 in revenue</li> <li>▪ Average monthly gift = \$68.90</li> </ul>	<ul style="list-style-type: none"> <li>▪ Personal meeting with each donor</li> <li>▪ Invitation to increase gift if below average of \$75</li> <li>▪ Appreciation event in Spring</li> </ul>	Average monthly gift at \$75 (\$900 annually) for 8 donors = \$7,200
Convert 25% of Colorado Gives Day (CGD) donors to monthly donors with an average monthly gift of \$50 (\$600 annual gift)	<ul style="list-style-type: none"> <li>▪ 49 CGD donors</li> <li>▪ \$42,957.14 in revenue</li> <li>▪ Average gift = \$876.68</li> </ul>	<ul style="list-style-type: none"> <li>▪ Monthly giving campaign package sent donors in January 2022 to with gifts between \$100 and \$500 with a follow-up call to invite them to join</li> <li>▪ Appreciation event in Spring</li> </ul>	Average monthly gift at \$50 (\$600 annually/ \$300 through June 2022) for 12 donors = \$3,600

<b>Type: Monthly Giving Program</b> <b>FY22 Goal: \$35,000</b>			
Strategy	FY21 Results	Action Steps	Projected Revenue
Convert 20% of day-of annual event donors to monthly donors with an average monthly gift of \$25 (\$300 annual gift)	<ul style="list-style-type: none"> <li>50 donors gave one time gifts at the event</li> <li>\$40,397.43 in revenue</li> <li>Average gift = \$613</li> </ul>	<ul style="list-style-type: none"> <li>Monthly giving campaign package sent in April 2022 to donors with gifts between \$50 and \$250 with a follow-up call to invite them to join</li> <li>Appreciation event in Spring</li> </ul>	Average monthly gift of \$25 (\$300 annually/ \$150 through June 2022) for 80 donors = \$12,000
Convert 30% of one-time donors outside CGD and annual event with an average monthly gift of \$25 (\$300 annual gift)	<ul style="list-style-type: none"> <li>342 one-time individual donors</li> <li>Average gift = \$1,377</li> </ul>	<ul style="list-style-type: none"> <li>Monthly giving campaign package sent in April 2022 to donors with gifts between \$50 and \$250 with a follow-up call to invite them to join</li> <li>Appreciation event in Spring</li> </ul>	Average monthly gift of \$25 (\$300 annually/ \$150 through June 2022) for 86 donors = \$12,900

<b>Type: Annual Event</b> <b>FY22 Goal: \$250,000</b>			
Strategy	FY21 Results	Action Steps	Projected Results
Secure 1 Presenting Sponsor (\$50,000), 1 Gold (\$25,000), 5 Silver (\$10,000), and 10 Bronze (\$5,000) Sponsors	<ul style="list-style-type: none"> <li>1 Presenting Sponsor = \$50,000</li> <li>1 Gold Sponsors = \$25,000</li> <li>3 sponsors at \$15,000 = \$45,000</li> <li>5 Silver Sponsors = \$50,000</li> <li>2 Bronze Sponsors = \$10,000</li> <li>Total sponsorships = \$180,000</li> </ul>	<ul style="list-style-type: none"> <li>Develop sponsorship packages by September 30</li> <li>Assign sponsorship asks to Board/staff/past sponsors and make calls/hold meetings</li> </ul>	17 sponsors at various levels = \$175,000
Engage at least 100 individual donors to give the evening of the event	<ul style="list-style-type: none"> <li>50 donors gave at the event</li> <li>\$40,397.43 in revenue</li> <li>Average gift = \$613</li> </ul>	<ul style="list-style-type: none"> <li>Evites out to database</li> <li>Individual touchpoints with previous attendees</li> <li>Social media campaign</li> </ul>	Total giving on the day of event = \$75,000

<b>Type: Foundation Giving</b> <b>FY22 Goal: \$500,000</b>			
Strategy	FY21 Results	Action Steps	Projected Revenue
Identify and solicit 25 new foundations through grant proposals	<ul style="list-style-type: none"> <li>13 new foundation grants</li> <li>\$89,554.50 total revenue</li> <li>Average gift = \$6,888.81</li> </ul>	<ul style="list-style-type: none"> <li>Engage grants contractor to conduct research and submit new grants</li> <li>Review prior grants received and re-engage relationships with program managers</li> </ul>	One grant at \$100,000, two grants at \$50,000, three grants at \$25,000, and five grants at \$10,000 = \$350,000

		<ul style="list-style-type: none"> <li>Complete grant proposals to meet rolling deadlines</li> </ul>	
Maintain relationships with at least 15 foundations who have provided past funding and secure grants of at least \$10,000 from each one	<ul style="list-style-type: none"> <li>14 foundation grants</li> <li>\$311,048.70 total revenue</li> <li>Average gift = \$22,217.76</li> </ul>	<ul style="list-style-type: none"> <li>Individual touchpoint with grant leads for current funders</li> <li>Regular engagement through newsletters, tours, volunteer opportunities, and Spring stewardship event</li> </ul>	15 retained foundation gifts at an average of \$10,000 = \$150,000

**Type: Corporate Giving**  
**FY22 Goal: \$75,000**

Strategy	FY21 Results	Action Steps	Projected Revenue
Build a pipeline of at least 5 new corporate partners (not including event sponsors)	<ul style="list-style-type: none"> <li>11 corporate gifts</li> <li>\$41,476.18 total revenue</li> <li>Average gift = \$3,456.35</li> </ul>	<ul style="list-style-type: none"> <li>Review annual reports of similar organizations</li> <li>Identify partnership opportunities through volunteer/day of service participation by corporations</li> <li>Identify point of contact for each partner and set up meeting/tour</li> <li>Appreciation event for company volunteers in Spring</li> </ul>	5 new corporate supporters giving an average gift of \$5,000 = \$25,000
Upgrade at least 3 current corporate donors	<ul style="list-style-type: none"> <li>2 corporate donors upgraded from FY20 to FY21</li> <li>Increase in revenue from FY20 to FY21 = \$8,170</li> </ul>	<ul style="list-style-type: none"> <li>Meet with current corporate partners by December 1</li> <li>Identify partnership opportunities through volunteer/day of service participation by corporation</li> <li>Appreciation event for company volunteers in Spring</li> </ul>	3 corporate upgrades for \$15,000 in increased revenue = \$15,000

**Type: Mini-Events**  
**FY22 Goal: \$25,000**

Strategy	FY21 Results	Action Steps	Projected Revenue
Create Advisory Board and focus on events to bring awareness to our community about the organization, what we do, and ways to get involved	<ul style="list-style-type: none"> <li>Advisory Board did not exist</li> </ul>	<ul style="list-style-type: none"> <li>Identify chair/co-chair for Advisory Board by January 1</li> <li>Establish recruitment strategy, including reaching out to previous Young Professionals Board members</li> <li>Establish calendar for monthly meetings and two mini-events</li> <li>Engage in volunteer activities</li> </ul>	\$7,500 in revenue through mini-events
Set up 10 mini-events with some/all of the proceeds going to our organization	<ul style="list-style-type: none"> <li>No mini-events hosted</li> </ul>	<ul style="list-style-type: none"> <li>Identify Dines Out/Brewery Nights establishments</li> <li>Coordinate calendar for hosting events</li> </ul>	\$5,000 in revenue through Dines Out/Brewery Nights

**Type: Mini-Events**  
**FY22 Goal: \$25,000**

Strategy	FY21 Results	Action Steps	Projected Revenue
		<ul style="list-style-type: none"> <li>▪ Develop social media and Constant Contact campaigns for engaging stakeholders</li> <li>▪ Host events</li> </ul>	
Host two Honorary Board events and make soft ask at each event	<ul style="list-style-type: none"> <li>▪ Honorary Board did not exist</li> </ul>	<ul style="list-style-type: none"> <li>▪ Work with Honorary Board advisory group to select dates for event</li> <li>▪ Have veteran Board member send out invite to each event</li> <li>▪ Develop quarterly communications specifically for Honorary Board members</li> </ul>	\$15,000 raised through donations from Honorary Board members