

FUND DEVELOPMENT PLAN FY10

ATTACHMENT 2

STRATEGY	GOAL	ACTION STEPS	WHEN	OWNERSHIP	COST	STATUS/COMMENTS
<i>Increase Department visibility in Community</i>	Goals: More positive publicity will aid in fund development	Submit press releases with photos about Parks and Recreation programs at least monthly.	Monthly	Kathy Sullivan and Judith	0	Submitting monthly
		Work with Recreation staff to identify human interest stories about Parks and Recreation program participants, volunteers and/or programs and actively market story idea to media.	On-going	Kathy Sullivan and Judith	0	On-going at bi-monthly Marketing Meetings.
		Work with Recreation staff to identify programs that can be featured on City TV.	On-going	Recreation staff, Kathy Sullivan and Judith	0	On-going at bi-monthly Marketing Meetings.
		Set up booth at local events for families and youth; prepare program materials, interactive activities for event participants.	When scheduled	Recreation staff, Kathy Sullivan and Judith	Paid out of Marketing budget, minimal cost	Set up 3 booths so far, 2 days at Whole Foods, an event at La Cumbre Plaza, and another at Oak Park.
<i>Foundation Grants</i>	Goals: \$75,000	Research and develop annual list of grants to pursue for Department programs.	Finish December 2009	Judith with Department staff	0	Completed. Research is on-going.
		Research and write at least 15 grants in FY10	Complete 6/30/10	Judith with assistance from program staff	0	8 grants written to date, 1 Letter of Inquiry submitted and 2 grants and 1 LOI currently pending notification. 6 grants received for a total of \$50,583
		Participate in annual conferences, Non-Profit Support Center classes, and Association of Fundraising Professionals to learn about additional grant opportunities.	On-going	Judith	Budgeted \$1,000	Attending classes as schedule and budget allows and as topics interest me.
<i>Increase community's knowledge of available sponsorship and donor opportunities and needs through local media, our current customers, our website, and</i>	Goals: Corporate Sponsorship \$75,000	Submit monthly blog to Department website.	Monthly starting January 2010	Judith	0	First blog submitted in fall regarding donations through the PARC Foundation.
		Develop Sponsorship Webpage for Dept. website	January 2010	Judith	0	Completed and posted. Will be updated as necessary. Contracted with Give Zooks! Fundraising web support. Developed website for our fundraising program.
		Work with City TV staff to develop video segment on	February 2010	Judith, Kathy	0	Have made contacts with City TV. Awaiting

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<i>through our recreation programs and facilities.</i>	sponsorship.		Sullivan, & Supervisors		approval of plan to begin.
	Work with current media contacts to do media campaign about the opportunities and need for sponsorship.	February 2010	Judith with Kathy Sullivan	0	Have spoken with a number of media contacts. Interested in helping. Awaiting approval of plan to begin.
	Include sponsorship information in all Department email newsletters and in all printed brochures	On-going	Judith with Kathy Sullivan	0	No newsletters or brochures yet this spring, but will be included in upcoming Program Guide
	Develop PowerPoint slides for City TV highlighting sponsorship opportunities for businesses and public.	January 2010	Judith and Kathy Sullivan	0	Done and posted. Will update as necessary.
	Use Social Media, specifically Facebook, and develop fan pages for the Department and Concerts in the Parks event. Utilize pages to disseminate information on donations and corporate sponsorship. Respond to postings as necessary.	December/Jan	Judith	0	Implemented Concerts in the Parks and Department Facebook Pages in December and January respectively. Will update as necessary.
	Display sponsorship materials in all Department facilities.	January 2010	Judith		Not complete. Will be completed when materials are printed.
	Develop policy and procedure	January 2010	Judith	0	Draft complete
	Develop brochure and solicitation letter. Print and distribute.	January 2010	Judith	Budgeted \$2,800	Brochure copy to be finished next week.
	Individual follow up on corporate solicitation	Starting DATE, On-going	Judith	0	3 pending requests for sponsorships through on-line application process. \$15,000 sponsorship received.
	Develop prospect list	On-going	Judith with input from other staff	0	On-going development of list of potential sponsors, those solicited and sponsorships received.

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		Meet quarterly with supervisors to brainstorm and identify new potential sponsors.	Quarterly starting February 2010	Judith	0	No formal meetings yet. Discussed with supervisors individually and at bi-monthly Marketing Meetings and Division Meetings.
		Develop sample corporate sponsor agreement	Feb 2010	Judith with Scott Vincent assistance		Draft Agreement complete.
		If Site Sponsorship concept approved, prepare preliminary sign plan with photos and identified sites for review and initial direction by Sign Committee.	Complete by 6/30/10	Judith		Met with Sign Committee staff liaisons in December 2009.
		Choose and purchase recognition plaques and certificates for mid-level and high-level sponsors.	Late Spring		\$2,000 budgeted for recognition	Not completed. Will do at later date
		Hold Sponsor thank you event	TBD	Judith		For future review
<i>Individual Donor Program</i>	Goals: \$10,000	Distribute quarterly Recreation Division email newsletter re: donations needed to database	December 2009 February 2010 May 2010	Judith with Kathy Sullivan	0	First newsletter distributed December 2009, netted 2 donations totaling \$125.
		Include donation information in all Department email newsletters and in all printed brochures.	On-going	Judith with Kathy Sullivan	0	No newsletters or brochures yet this spring, but will be included in upcoming Program Guide
		Partner with co-sponsored groups who have ability to fund raise (i.e. Friends of Los Baños).	Spring 2010	Judith with appropriate supervisors	0	Complete. Staff has already made contact with Friends of Los Baños and other individuals interested in helping the Department fund raise.
		Set up Merchant account and create donation button to be added to various locations on Department website.	February 2010	Judith with Kathy Sullivan	Varies but fee taken out of donation	Done with Axia Payments through the PARC Foundation.
		Continue donation program during Concerts in the Parks event	Summer 2009	Judith and staff	0	Raised \$7,423 in July 2009 toward this effort.
		Choose and purchase donor gifts per Donor Recognition Program.	Late Spring	Judith	See above	Have developed a list of options.
<i>Increase revenue by holding fund raising events</i>	Goals: Potential for minimum of	Identify and implement at least 2 small fund raising programs/events in second half of FY10. Expand existing events or hold new ones.	By 6/30/10	Judith and Department staff		PARC Fundraiser to benefit Department programs scheduled for 4/23/10.

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	\$10,000	<ul style="list-style-type: none"> - PARC Foundation fundraiser 4/2010 - 2 Restaurant Fundraisers 				2 Restaurant fundraisers to be scheduled in April and June,
		Identify at least 2 more fund raising events/campaigns to be held in FY11. Meet with Department staff to brainstorm and do research on potential events.	By 6/30/10	Judith and Department staff		List of ideas developed.
	TOTAL POSSIBLE INCOME = \$160,000				TOTAL BUDGET EXPENSE= \$8,749.00	

STATUS AS OF 3/18/10

CATEGORY	GOAL	STATUS 3/18/10	% OF GOAL	LEFT TO GO
Grants	\$75,000	\$50,583	67%	\$24,417
Sponsorships	\$75,000	\$15,000	20%	\$60,000
Donations	\$10,000	\$7,548	75%	\$2,452
	\$160,000	\$73,131	46%	\$86,869

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<i>Increase Department visibility in Community</i>	Goals: More positive publicity will aid in fund development	Submit press releases with photos about Parks and Recreation programs at least monthly.	Monthly	Kathy Sullivan with Judith	0	
		Work with Recreation staff to identify human interest stories about Parks and Recreation program participants, volunteers and/or programs and actively market story idea to media.	On-going	Kathy Sullivan with Judith	0	
		Work with Recreation staff to identify programs that can be featured on City TV.	On-going	Recreation staff, Kathy Sullivan and Judith	0	
		Set up booth at local events for families and youth; prepare program materials, plan interactive activities for event participants.	As events are scheduled	Recreation staff, Kathy Sullivan and Judith	Paid out of marketing budget, minimal cost	
<i>Foundation Grants</i>	Goals: \$100,000	Maintain annual list of grants to pursue for Department programs. Research new grants to add to list. Submit at least 17 grants in FY11	On-going	Judith with assistance from program staff	0	
		Participate in annual conferences, Non-Profit Support Center classes, and Association of Fundraising Professionals to learn about additional grant opportunities.	On-going	Judith	Budgeted \$0	
<i>Increase community's knowledge of available sponsorship and donor opportunities and needs through local media, our current customers,</i>	Goals: Corporate Sponsorship \$100,000	Maintain and update all web and City TV content regarding sponsorship opportunities. Submit monthly blog to Department website. Maintain Facebook pages for Department and Concerts in the Park,	On-going	Judith with Kathy Sullivan	0	
		Work with City TV staff to develop updated video segment on sponsorship opportunities. Work with current media contacts to do media campaign about the opportunities and need for sponsorship.	On-going	Judith, Kathy Sullivan, & Supervisors	0	

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<i>our website, and through our recreation programs and facilities.</i>		Include sponsorship information in all Department email newsletters and in all printed brochures Display sponsorship materials in all Department facilities.	On-going	Judith with Kathy Sullivan	0	
		Further develop prospect list developed in FY10, follow up with prospects regarding corporate sponsorship.	On-going	Judith with input from other staff	0	
		Meet quarterly with supervisors to brainstorm and identify new potential sponsors.	Quarterly July October January April	Judith	0	
		After initial go ahead and direction from Sign Committee, develop sign plan for Corporate Sponsorship program. Submit plan to Sign Committee. Work with committee and revise plan as necessary to achieve final approval.	First Quarter FY11, take plan to Sign Committee	Judith with appropriate staff assistance	0	
		Hold Sponsor thank you event	TBD	Judith		
<i>Individual Donor Program</i>	Goals: \$35,000	Distribute quarterly Recreation Division email newsletters regarding donations needed.	Quarterly September 2010 December 2010 March 2010 June 2010	Judith with Kathy Sullivan	0	
		Include donation information in all Department email newsletters and in all printed brochures.	On-going	Judith with Kathy Sullivan	0	
		Develop brochure and solicitation letter. Print and mail to all Department customers. Develop donor database from donations received.	Brochure developed 1 st quarter FY11, distribute October 2010	Judith		
		Partner with co-sponsored groups who have ability to fund raise (i.e. Friends of Los Banos).	Year Round	Judith with appropriate supervisors	0	
		Continue donation program during Concerts in the Parks event	Summer 2010	Judith and staff	0	

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<i>Increase revenue by holding fund raising events</i>	Goals: \$15,000	Implement at least 3 small fundraising opportunities.	TBD	Judith and Department staff		
		Implement at least one fundraising event from list of ideas.	TBD	Judith and Department staff		
		Work with PARC Foundation board to support the Parks and Recreation Department with fund development. Attend monthly meetings.	On-going	Judith		
	TOTAL POSSIBLE INCOME = \$250,000				TOTAL BUDGET EXPENSE= \$8,749.00	

GOALS FOR FY11:

CATEGORY	GOAL	STATUS	% OF GOAL	REMAINING
Sponsorships	\$100,000			
Grants	\$100,000			
Donations	\$35,000			
Fund Raising Events	\$15,000			
	\$250,000			