



## Board Member Friend-Raising & Fund Raising Plan for 2017

Please create your personal plan by selecting from this “menu” of opportunities. This information will be treated confidentially. Please return your signed Development Plan to [executive director] by the next board meeting.

**Goal: Increase awareness of the Main Street program and its programs; support communication with our stakeholders.**

- E-newsletters and E-announcements – I will commit to forwarding to friends and colleagues.
  - Facebook – I will visit the Main Street program page at least twice-weekly, “like” activities, comment on news posts, and share with my Facebook friends and invite them to “like” our main street program.
  - I will visit our main street program’s newsroom at least twice-weekly and share the stories on social media.
  - Other ways I will support awareness and communication: \_\_\_\_\_
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**Goal: Increase personal “touch” with members and donors, build connections, demonstrate appreciation, and increase likelihood of repeat giving.**

- Holiday cards – I will personally sign and send cards to donors who have given \$100 or more in 2016.
  - Thank-a-Thon – I agree to call 5 members or donors in December to thank them for their support in 2016 (list provided by staff).
  - Other ways I will build relationships & connections with stakeholders: \_\_\_\_\_
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**Goal: Introduce new prospects to our main street program in a relaxed setting such as a brunch, coffee, cocktail party or dinner as well as strengthen relationships with current donors.**

- I will host \_\_\_\_\_ event(s) this year.
  - I will bring \_\_\_\_\_ guests to an event this year.
  - Other ideas I will use to cultivate relationships: \_\_\_\_\_
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**Goal: Introduce new prospects to our main street program at one of our key events that promotes our mission and results.**

- Annual Meeting & Volunteer Recognition – I will bring \_\_\_\_\_ guests to the annual meeting and ensure their contact info is entered in the main street database.
- I will bring guests to one of our main street program events or programs and ensure their contact info is entered in the main street database.

**Goal: Create and cultivate a donor prospect list.**

Year-end appeal – I will submit 5 names and contact information for the year-end appeal and write a personal note on the letter.

I will help brainstorm a donor prospect list.

I will help research major donors – who the prospect gives money to, if they believe in our mission, and best means to reach out.

I will participate in a donor cultivation call or ask call.

**Goal: Encourage estate planning that includes our main street program.**

I will help our main street program develop a Planned Giving program.

I pledge to include our main street program in my estate planning.

**Goal: Establish relations with Oregon foundations in support of grant requests.**

I will attend foundation visits and interviews.

I will help write a grant request.

**Goal: Expand corporate membership and sponsorships.**

I will brainstorm a list of potential business members and program sponsors and provide contact info.

I will contact businesses to join or renew as a main street program business member or sponsor.

I will purchase a business membership or ask my employer to purchase a business membership.

**Goal: 100% of our Main Street Program Board Members make an annual cash contribution in an amount that is significant to them.**

I pledge a donation in 2016 in the amount of \$\_\_\_\_\_.

I will make a monthly contribution on my credit card in the amount of \$\_\_\_\_\_ per month (sign up on the main street website membership page).

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*Board Member Signature*

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*Date*