

## 2020 Goals

### I. Major Gifts Program

- a. Continue to establish a pipeline of research on both new and prospective major donors to prepare for donor meetings.
  - i. Continue to build and update a database designed to store info on donors with whom SLSF will seek to carry out donor meetings.
    1. In progress.
  - ii. Continue to carry out research on current and prospective donors from the SLSF database including Event 10 prospects.
    1. SLSF has reached out to five individuals/families from the GMFS to gauge their personal investment and how we can engage them at their level. Foundation Manager started communications prior to COVID.
    2. Current donors communications
      - a. SLSF team has continued to keep in communication with existing donors, with a focus on event donors.
    3. Due to most events happening in the third quarter, SLSF staff needed to focus on running the events as seamlessly as possible. During the events, new relationships were created and staff will begin to cultivate during the fourth quarter.
    4. This goal will continue into 2021 due to the affects that COVID-19 has had in SLSF events and our community.
  - iii. Continue to research new major donor prospects who would be attracted to supporting SLSF because of its mission
    1. Foundation Manager has utilized the list previously cultivated of prospective corporate donors headquartered in aligning with the SLSF mission and has since categorized these organizations for solicitation.
    2. 109 new prospective corporate sponsors have been added to the cultivation list.
    3. New corporate sponsors were contacted through mail and email. SLSF staff will follow up with a phone call in the fourth quarter.
    4. SLSF staff followed up with sponsors through phone calls and additional emails securing four new sponsors.
- b. Continue to build out an infrastructure for a successful major donor meeting program.
  - i. Continue to solicit Kevin's Club to donors. Revamp the American Philanthropic letter template to fit Kevin's friends and donors who would be interested in joining Kevin's Club. SLSF will also send this letter to lapsed SLSF donors.
    1. Holiday Appeal included Kevin's Club Members.
    2. Kevin's Club mailing list includes many current donors who attend events.

3. SLSF received over \$1,000 during the pandemic from individuals on the mailing list.
- ii. Introduce a new opportunity for Kevin's Club. If you purchase three golf outings for a special price (\$500) you can be a member of Kevin's Club.
    1. A robust Kevin's club "19<sup>th</sup> Hole" program was launched in February 2020 to all Kevin's Club Members.
    2. Engagement in this area has slowed due to COVID but the SLSF Team will continue to reach out for involvement in the golf outings.
    3. During the golf outings, many golfers inquired about Kevin's Club. SLSF will continue to follow up with them.
  - c. Continue to secure meetings with current and prospective major donors
    - i. Plan at least one meeting per month
      1. Meetings have halted due to COVID.
  - d. Superintendent of Development and SLSF Board Member will continue to make personal thank you phone calls to donors over \$500 on a monthly basis.
    - i. Each month the SOD will pull a list of donations and divide into \$500-\$999 and \$1000+ donors and email list to Board member by second week of the following month
      1. COVID has slowed the flow of steady donations within the \$500-\$999 gift range.
      2. SLSF will be sending a list of donors and sponsors to Jonathan Salk for thank you phone calls.
    - ii. Phone calls will be made within that same week
      1. Ongoing.

## II. Foundation Program

- a. Continue to maintain good relationships with existing foundation funders
  - i. First Quarter
    1. The SLSF team continues to hold regular communications with donors, partners, and community supporters to share as much information with them as possible to continue to engage these individuals in our mission.
  - ii. Second Quarter
    1. The SLSF team reached out to existing foundation funders during the Pandemic to continue building relationships and make sure they didn't need anything from SLSF.
  - iii. Third Quarter – Ongoing.
  - iv. Fourth Quarter – Complete. Sent individual thank you notes to all foundations that supported SLSF in 2020.
- b. Solicit grants for capital projects – Started to research for PURSUIT 6 and Buffalo Grove Sensory Room.
- c. Continue to approach new foundations

- i. Submit 3 new grants to new foundations
  1. Dunkin Joy for COVID-19 Relief on 3/24/2020
  2. Disability Inclusion Fund – Borealis Philanthropy on 5/5/2020
  3. PayPal Giving on 7/9/2020
  4. IEMA - FEMA Public Assistance (PA) Grant (FEMA PA# 031-UA57Q-00) work in progress.
- ii. Reach out to the agencies and associations provided from the legislative breakfast for funding opportunities – Move to 2021 due to COVID and decreased opportunity to meet individuals in person.

### III. Direct Mail

- a. Continue to reform current appeal program
  - i. Implement ideas learned from Nonprofit Storytellers Conference
    1. The SLSF team has utilized a multitude of ideas from the Storytellers Conference to engage social media followers through the use of pictures to share the unique story of our participants.
    2. The SLSF team will create the Holiday Appeal letter building on the foundation we created through social media posts and individual stories of NWSRA participants.
  - ii. Segment Donor Base
    1. Will continue to segment donor base by current, lapsed, and events in order to personalize letters.
    2. SLSF segmented the donor base for the Holiday Appeal mailing letter to donors who have supported SLSF within the previous two years.
- b. Follow Up
  - i. Thank you letters and personalized notes have been sent to donors who chose to give a gift during the pandemic.
  - ii. SLSF team continue to reach out to donors and committee members in order to cultivate relationships.
- c. Experiment with prospect mailings.
  - i. The SLSF team has sent 3 proposals to prospective corporations headquartered in Illinois to support our Snoezelen Therapy program.
  - ii. 25 new prospective corporations have been solicited for program based and event specific sponsorship.
  - iii. SLSF will follow up with the corporations who received solicitations in the second and third quarters.
  - iv. Continue into 2021.
- d. Continue to keep an organized system of mailing evaluations and record keeping.
  - i. SLSF team continues to utilize spreadsheet trackers for all mailings, calls made to sponsors and donors, and all other pertinent information.
- e. Sent Holiday Annual Appeal – segmenting the donor base.
- f. Review the use of Social Media for donations.
  - i. The SLSF team continues to utilize Social Media to share our story and encourage follower conversion.

- ii. The Graphics Coordinator utilized an extensive marketing plan to promote our Trivia Night's on social media featuring NWSRA participants.
- iii. During the Pandemic, a few donors utilized Facebook as a platform for donations.
- iv. Increased utilization of social media platforms to promote awareness of SLSF by communicating our mission, spotlighting our events (both virtual and in-person), share impact of donations through NWSRA participant success stories, and inspire the audience to take action by donating, volunteering, or attending an event.

#### IV. Planned Giving

- a. Begin to create planned giving collateral material.
  - i. Move to 2021 due to COVID-19.
- b. Solicit planned giving to SLSF donors and board members.
  - i. Move to 2021 due to COVID-19.
- c. Continue to include information about planned giving 3 times a year in the newsletter and board report.
  - i. Move to 2021 due to COVID-19.
- d. Continue education to SLSF donors, board members and staff about planned giving.

#### V. Board Development

- a. SLSF will identify specific duties to board members.
  - i. Seek input at Board Member one on one meetings as to activities that interest each Board Member and find ways to get them involved.
    - 1. Move to 2021. SLSF will be creating at retreat.
  - ii. Utilizing their strengths and gearing them toward actions that are necessary to help SLSF become more successful.
- b. Adding a board member report section to the SLSF Board meeting.
  - i. Completed October 2020.
- c. Recruit additional board members - Identify and reach out to members of the community who would be effective SLSF board members.
  - i. David Speers from Scheck and Siress: A Hanger Clinic joined the SLSF BOD on May 19, 2020.
  - ii. Ongoing.
- d. The SLSF staff and board will work together to identify young professionals and community members that may be interested in serving on an event committee.
  - i. Ongoing.