

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 taken the approach of pairing down Event 10 and choosing 5 individuals per event and deciphering where we can maximize their engagement and buy in within the organization.
 - a. Five individuals/families from the GMFS were selected to gauge their personal investment and how we can engage them at their level. Foundation Manager is currently communicating with them
 2. Current donors communications
 - a. SLSF team has utilized the changing circumstances to focus on remaining connected with current donors through frequent communications
 - iii. Continue to research new major donor prospects who would be attracted to supporting SLSF because of its mission
 1. Foundation Manager has cultivated a list of prospective corporate donors headquartered in Illinois in addition to a list of corporations aligning with the SLSF mission
 2. Utilizing membership organizations, such as Schaumburg Business Association, Arlington Heights Chamber of Commerce and Palatine Chamber to build a list of prospective donors
- 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
 - 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 "19th Hole" program was launched in February 2020 to all Kevin's Club Members
 2. Limited edition Kevin's Club visors have been purchased for members committed to the program
- c. Continue to secure meetings with current and prospective major donors
 - i. Plan at least one meeting per month

1. Tracey and Cathy met with Tim Schaap and Ryan Crowley from Top Golf regarding possibility of new event
 2. Meeting with Christina Nied from Chicago Northwest
 3. Meeting with Ernie Blomquist, Neil Scheufler and Derek Hanley for future fundraising initiatives. Needed to reschedule due to COVID-19
 4. Meet with Bill Donahue from Rotary Club of Buffalo Grove to discuss President Choice – sending PURSUIT to Chicago Dog’s Event
 5. Luncheon with Andrew Grzelak from Mitsubishi Electric
 6. Meeting with Tate and Lyle with NWSRA staff to build relationship
- 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. In process – First round completed in January 2020
 - ii. Phone calls will be made within that same week
 1. Phone calls have been completed by Superintendent of Development and Jonathan Salk to date

II. Foundation Program

- a. Continue to maintain good relationships with existing foundation funders
 - i. First Quarter:
 1. Submitted 5 grant applications – one application submitted for COVID-19 relief.
 2. Received communication from a few grantors that their funding will be lower this year due to cancelled events due to COVID-19.
 3. Received \$16,500.03 in private funding from grant awards
- b. Solicit grants for capital projects – In process.
- 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
 - ii. Reach out to the agencies and associations provided from the legislative breakfast for funding opportunities – In process

III. Direct Mail

- a. Continue to reform current appeal program
 - i. Implement ideas learned from Nonprofit Storytellers Conference
 1. Utilize suggestions from the conference to tailor the Spring Appeal due to COVID
 - ii. Segment Donor Base
 1. Will continue to segment donor base by current, lapsed, and events in order to personalize letters.
- b. Follow Up

- i. Continue to send thank you letters/postcards to donors.
- c. Experiment with prospect mailings.
 - i. New prospective sponsor and sponsor solicitation letters have been created
 - ii. The SLSF team has sent out approximately 106 sponsorship solicitation letters to new businesses and individuals throughout all 17 community districts
- d. Continue to keep an organized system of mailing evaluations and record keeping.
 - i. SLSF team continues to utilize spreadsheet trackers for calls and marketing
- e. Sent Holiday Annual Appeal – segmenting the donor base.
- f. Review the use of Social Media for donations.
 - i. SLSF has created the High 5 Challenge, a virtual fundraising challenge, promoted through social media

IV. Planned Giving

- a. Begin to create planned giving collateral material.
- b. Solicit planned giving to SLSF donors and board members.
- c. Continue to include information about planned giving 3 times a year in the newsletter and board report.
- 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. One on One meetings are being conducted in the First Quarter.
 - 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.
- c. Recruit additional board members - Identify and reach out to members of the community who would be effective SLSF board members.
 - i. SLSF is currently recruiting a long time donor and volunteer to sit on the board of directors.
- 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.