

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
 - 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
- 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. Engagement in this area has slowed due to COVID but the SLSF Team will continue to reach out for involvement in the golf outings
- 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
- ii. Phone calls will be made within that same week

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.
- 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
 - 3. PayPal Giving on 7/9/2020
 - 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. 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
 - 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. Thank you letters and personalized notes have been sent to donors who chose to give a gift during the pandemic
- 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
- 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

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.
 - 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. David Speers from Scheck and Siress: A Hanger Clinic joined the SLSF BOD on May 19, 2020
- 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.