**DEVELOPMENT PLAN 2017 Measurement**

***Goals:***

1. Create a 5 year, 2018 – 2023 Strategic Plan complete before 1/1/18
2. Re-energize/re-establish CLC’s Board Development Committee 5-15-17
3. Retain existing donors; increase new donors 60% retain/100 new
4. Build upon existing, and explore/pursue new avenues of support, which include:
* foundations 6 new grant applications
* corporate relationships 3 or more new relationships
* collaborations 2 or more collaborations
1. Maintain and/or increase major and other fundraiser revenues 2 plus new fundraising events
2. Increase sponsorship for 2017 Gala additional $30,000 sponsorship dollars
3. Continue to increase awareness of the CLC mission and the work we do on-line analytics / LL, FIT, LR numbers

***Strategies:***

* Apply for HFPG TAG grant for consultant to assist in creating a 2018-2023, 5 yr strategic plan
	+ Submit a Request for Proposal for a strategic consultant
* Hire a part-time events planner whose primary responsibility is to oversee the 2017 Gala
* Cultivate and attract more experienced fundraising volunteers, particularly for the Gala committee
* Build upon major donor & sponsor relationships: more stewardship, cultivation and personal attention
	+ Enlist Board support on sponsorship for Gala and new grant opportunities
* Maintain general communication with existing donors, not just for donations
* Actively seek out individuals connected to the mission of CLC to suggest/pursue potential new funding
sources and help maintain/grow current donors
* Strengthen and consider restructuring of major fundraiser and planning committee
* Consider broader community engagement with non-board members for sub-committees
* Increase PR visibility: press releases, social media (including new platforms), website: calendar, consistency
& branding, community event attendance