



## Partners in Care, Oahu's Continuum of Care 2017 Fundraising Work Plan

**EXPECTED RESULT: Diversify funding beyond HUD funding with a total commitment goal of \$75,000; establish funding streams to reach goals for prioritized groups, initiatives or CoC functions; creatively engage the community; and establish a case for monetary support.**

| Goals  | Tasks   | Lead     | Oversight | Due Date                  |
|--|---|----------|-----------|---------------------------|
| Grants and Proposals<br>\$60 to \$70K          | <ul style="list-style-type: none"> <li>Develop and qualify a list of at least 15 to 20 prospects for grant funding from state and local government agencies, foundations, and corporations.</li> <li>Develop and submit approximately 3 to 5 grant proposals each quarter, beginning Q2, April 2017.</li> <li>Develop and implement grant reporting schedule.</li> </ul>  | Director | Executive | Q1-March                  |
|  |   | Director | Executive | Q2-April<br>Ongoing       |
|  |   | Director | Executive | Q2-May                    |
| Event(s)<br>\$10 to \$15K                      | <ul style="list-style-type: none"> <li>Develop partnership with musician(s) to deliver a 2<sup>nd</sup> Annual Homeless Benefit Concert for PIC.</li> <li>Develop and implement an event plan for promotion, ticket sales, venue, and performance.</li> <li>Benefit concert event and support acknowledgements.</li> </ul>  | Director | Executive | Q3-July                   |
|  |   | Director | Executive | Q3-Sept                   |
|  |   | Director | Executive | Q4-Nov/Dec                |
| Individual Donor<br>Cultivation<br>\$2 to \$5K | <ul style="list-style-type: none"> <li>Develop a multi-media (in person, print, website, and social media) case for support for individual donations in the community (<i>duplicated Priority 4 of Communications Work Plan</i>).</li> <li>Develop and qualify list of individual prospects from various stakeholder groups (faith-based, business, and developers).</li> <li>Recruit and train solicitation team.</li> <li>Develop and implement solicitation strategies for prospects.</li> </ul> | Director | Aware/Exe | Q2-Design<br>Q3-Implement |
|  |   | Director | Executive | Q3-Sept                   |
|  |   | Director | Executive | Q3-Oct                    |
|  |   | Sol/Dir  | Executive | Q3-Nov-Dec                |
| Donor Recognition and<br>Acknowledgment        | <ul style="list-style-type: none"> <li>Develop and implement donor tracking system.</li> <li>Develop and implement policies and procedures for timely acknowledgement and donor recognition.</li> <li>Develop and utilize platforms for donor recognition – webpage, newsletter(s), and annual report to community (some duplication in <i>Communications Work Plan</i>).</li> </ul>  | Director | Executive | Q1-March                  |
|  |   | Director | Executive | Q2-April<br>Ongoing       |
|  |   | Director | Aware/Exe | Q2-May<br>Ongoing         |