

2022 COMMUNICATIONS & DEVELOPMENT PLAN

Planning Guide

2022 Goal: Inspire gifts and raise money – \$1,000,000+

- *Organizational Goals: \$1,000,000+ in new charitable gifts*
- *CKCF Operations: Board Raise \$10,000+ project revenue (auction)*

EXTERNAL GROUPS

- **General Public**
 - Newsletter - Monthly
 - Website – As Needed with monthly updates of news and blog, quarterly banner updates
 - Social Media – FB and Twitter communications from newsletter
 - Recorded State of Foundations
- **Special Communications in 2022 (mailed or electronic or events)**
 - Financial Advisors/Accountants – Mailing piece – Electronic; will require update contact list started years ago. Utilize affiliates to update.
 - Gifts of Grain/Commodities Brochure Update – New Ownership with Team Marketing
 - Disaster Response – Emergency Management Depts, Chambers, Not for Profits - pending grant award from Funders Network August 27th
- **Businesses/Sponsors**
 - Event Sponsorship/Legacy Leaders – Sky's the Limit. Seek 5 main sponsors for our Sky's the Limit auction.
 - Re-evaluate Leave a Legacy funds, wondering if we could explore a supportive approach here for full region. I can talk with Mitch and explore overall intent.

INTERNAL SPECIALTY GROUPS

Affiliate Support

- Parliamentary Procedures. Training Session and add to toolkit
- Regional Foundant Training for Affiliates – Assess what needs are there and provide 1:1 or in groups (goal is at least 1 training in 2022)
- Social Media Trainings – Facebook Recorded Training Tips, Target before July 1-5 modules
- State of the Foundation – Host 3 Zoom Sessions to hear from Investment Manager and CKCF
- Host Summit on Impact Investing – March 3, 2022
- Staff attend more than 50% of Board Meetings and Available for donor conversations

Donors

- Appreciation – Written Thank Yous & Calls, explore a call campaign.
- Fund Contacts
 - Grow your Giving/Fund. Carry on the legacy of your loved one. Continue to grow your own legacy through charitable giving to your fund.
 - Thank you for partnering with us - Build on Love Your Community Theme –

Special touch in February.

- Appreciation moves the giving level

- **Testamentary Donors**
 - Update Files by July 2022
 - Establish design of Visionary Society 2022 – Target planning for Fall 2022 or Spring 2023 gathering
 - Soft touch appreciation mailing to our donors – Consider 3-5 year history

- **Parents and Recipients - Scholarships**
 - During Scholarship Season – sent message to 4yr+ recipients. Ask for impact of their scholarship award on their education and career. Try and obtain 7 key stories at least.
 - Communications with parents. Do we have their e-mail addresses? Do we know their parents? Start Building database of contacts in 2022.

- **Review Teams/Volunteers – Scholarships and Grant**
 - Create an electronic communication to move review committee participants to donors – invite to give. May target.
 - Special message of thanks in 2022 to all review members. Do at end of cycle instead of end of year if possible.

- **Leadership - Board Members**
 - Build out our historic board member contact list and track members in CSuites for history. Build on as invite for future events/activities.