

2023 COMMUNICATIONS & DEVELOPMENT PLAN

Planning Guide

Evolves as year unfolds.

2023 Goal: Inspire gifts and raise money –\$1,500,000+

- *Organizational Goals: \$1,500,000+ in new charitable gifts*
- *CKCF Operations: Board Raise \$24,000+ project revenue (fundraising event w/auction)*
- *Assist our affiliates in achieving their opportunity for \$70,000 in match (\$1,820,000 in potential growth if all meet match goal)*

EXTERNAL GROUPS

- **General Public**
 - Newsletter – Monthly – consider \$450 subscription to Embolden to add content
 - Website – As Needed with monthly updates of news and blog, quarterly banner updates – what else desired?
 - Social Media – FB and Twitter communications from newsletter
 - Record State of Foundations – 2 planned for 2023
 - Consider Philanthropist of year or volunteer of the year at our annual meeting (October)
 - Considerations of article feature in regional news
- **Special Communications in 2023 (mailed or electronic or events)**
 - Financial Advisors/Accountants – Mailing piece – Electronic; will require update contact list started years ago. Work with affiliates to update.
 - Planned Giving – Thank you touch, with keep in contact correspondence
 - Disaster Response – Emergency Management Depts, Chambers, Not for Profits (new 2023 grant!!!)
- **Businesses/Sponsors**
 - Fundraising Event – TBD consider event/auction combo with focus on planned giving -- Seek Event Sponsorship/Legacy Leaders – build off of Sky's the Limit.
 - Consider Annual Support for CKCF to conduct our regional work – business and partner support for our operations or a named fund for purpose - TBD

INTERNAL SPECIALTY GROUPS

Affiliate Support

- Social Media Trainings – training requests can consider in 2023
- State of the Foundation – Host 2 overview events
- Host Summit on Growing Your Foundation – match opportunity
- Incorporate Megan Smith consultancy into donor connections
- Consider a CKCF Board driven message to each affiliate
- Support toolkit for match day events

Donors

- Appreciation – Written Thank Yous. In 2023 let's explore a call campaign for thanks
- Fund Contacts
 - Fund Advisors – update on underwater funds and policy – after close of December consider which funds to close with low balances.
 - Thank you for partnering with us - Build on Love Your Community Theme – Consider 2023 build on this.
 - Appreciation notes to fund advisors and to donor.
- **Testamentary Donors**
 - New List up to date – used emails for invite to 2022 GT, can build on this list now for contacts
 - Maybe another soft touch mailing to them early 2023
 - Establish design of Visionary Society 2023 – Target planning for incorporating in our event this year – Megan to help lead this planning.

Review Teams/Volunteers – Scholarships and Grant

- Special message of thanks in 2023 to all review members. Do at end of cycle instead of end of year if possible. Is there any promo item we want to consider giving?
- Invite to our events.

Leadership - Board Members

- Further update our history of board members. Foundant had glitch that impact work Becky had started for us.
- Invite our annual event and annual meeting.