

Importance of a Donor Development Plan

The Donor Development Plan assesses the what The Building for Kids (BFK) is currently doing for donor development and its effectiveness. The plan will then propose some activities new activities along with current activities to be done in 2019 for donor development.

Over the course of 2019, the BFK will work to maintain and grow its donor database. The BFK will continue to expand its donor base through existing contacts and engaging with potential donors at BFK events and activities. The BFK will also work to retain and upgrade donors through various organization activities, events, and a capital campaign. The BFK will also add new activities and events which will improve donor retention and cultivation which are included later in the document. These new activities would also allow for donor stewardship.



Assessment of The Building for Kids Current Development Plan

The BFK currently has a healthy donor development program but there is room for improvement. The BFK has currently received over \$450,000 in contributions, gifts, and grants already for 2018. Also, over the past three years (2015-2017) over \$1,100,000 has been received in the form of grants, gifts, and donations. Also from 2015-currently the BFK has increased the amount of grants, gifts, and donations from \$150,000 in 2015 to \$460,000 in 2018.

The BFK currently holds two events which allow for cultivating relationships with new and current donors. Those events are the BFK's Annual Children's Parade and Golf Fore Children. The Golf Fore Children event has raised over \$250,000 for all three organizations involved with over \$83,000 being given to the BFK. The children's parade has served the BFK more as a donor cultivation event than a fundraiser for the BFK. I do not see this changing over the next year but do see it as a good opportunity for the BFK to create and build relationships with potential and current donors.

The BFK also currently only does two events which allow for donor retainment those being the annual appeal and the BFK newsletter. I am proposing in this donor development plan that we up the number of activities to retain donors. These activities which I am proposing to add would involve donor stewardship, which is something that the BFK has not done much in the past, along with donor relationship cultivation.

The BFK currently does not have any opportunity's in place for upgrading donors. I am proposing a 25th anniversary campaign for museum upgrades ahead of the BFK's 25th anniversary in 2020. This campaign would allow the BFK to approach loyal donors and upgrade them.

Donor Cultivation Plan

The 2019 Donor Cultivation Plan highlights eight activities which the BFK will implement in the coming year. These events seek to attract, retain, and upgrade potential donors. The BFK will use multiple methods and tools for donor cultivation. These methods and tools will help the BFK raise our current donors to higher levels of giving. The activities highlighted in the chart are all very different but will lead to a larger and stronger donor base for the BFK.

Activity Name	Target Audience	Goal and Purpose	Description	Time of Year (Quarter)
Annual Appeal	Existing Donors	Retain Donors	Mail Format	Late January- Early February
BFK Donor and Volunteer Recognition Dinner	All Donors	Retain Donors	Dinner Reception Held to Recognize and Thank Our Donors and Volunteers	March
Corporate Outreach	Potential Corporate/Foundation Donors	Acquire Corporate Patrons	Identify, Connect, and Offer Sponsorships to Corporate Sponsors	May
BFK's Annual Children's Parade	Potential and Existing Donors	Engage with Potential and Existing Donors	In Person	Late July
Golf Fore Children	Potential and Existing Donors	Acquire New Donors and Engage with Existing Donors	Invite Current Donors and Potential Ones to Raise Funds for Various Organizations Including the BFK	August
25 th Anniversary Facelift Campaign	Existing Donors	Cultivate Facelift Campaign Funds	Campaign to Raise Money to Upgrade and Redo Exhibits	November- December
Behind the Scenes Tours	High-Level Existing Donors	Upgrade and Steward Donors	In Person	Throughout the Year
BFK Newsletter	All Organizational Stakeholders	Retain Donors and Volunteers	Mail or Email Describing the Organizations Activities and Events	Quarterly

Narrative of Activities in the Donor Cultivation Plan

1. Annual Appeal:

- a. The annual appeal will be sent out in a simple mail format in late January to early February of 2019 to current donors.
- b. Through the annual appeal we hope to retain our current donors.
- c. The appeal will ask for donations to cover the general operating costs of the BFK.

2. BFK's Donor and Volunteer Recognition Dinner:

- a. The volunteer and donor recognition dinner held in March will recognize our loyal volunteers and donors.
- b. Through this dinner the BFK hopes to build and maintain strong relationships with its loyal donors and volunteers.
- c. At this event the staff of the BFK will steward relationships with donors and volunteers. After the dinner the staff of the BFK will give updates on the BFK's educational programs and campaigns.

3. Corporate & Foundation Outreach:

- a. Staff at the BFK will in May identify potential corporations and foundations who align with our mission.
- b. Then they will contact the companies and foundations who aligned with the organizations mission.
- c. The BFK will then solicit these companies and foundations for donations for special projects and/or event sponsorships.

4. BFK's Annual Children's Parade:

- a. At this event the BFK's staff and volunteers will engage with potential donors as well as existing donors.
- b. The BFK staff will be actively involved with the activities of this fundraiser, which will allow them to be nearer to donors.
- c. The BFK staff will cultivate relationships with potential donors and current donors through their involvement in the activities involved with the parade as well as the parade itself.

5. Golf Fore Children:

- a. The golf event and the dinner which follow it allow the BFK's staff to meet with potential and existing donors.
- b. Through this event the BFK will engage with potential donors and current donors to raise funds for the BFK and other organizations involved (the WisconSibs and the Appleton-Fox Cities Kiwanis children's charities).
- c. The BFK staff will be actively involved with the activities of this fundraiser, which will allow them to be nearer to donors.

6. 25th Anniversary Facelift Campaign:

- a. Through this campaign the BFK will connect with existing donors to cultivate funds for this campaign.
- b. Over the past twenty-five years the exhibits at the BFK need some upgrades. Through this campaign the BFK will upgrade current donors to cultivate funds for the project.
- c. The BFK will launch this campaign at the end of 2018 in November in order to have the funds raised to redo outdated and damaged exhibits before the 25th anniversary in November 2020.

7. Behind the Scenes Tours:

- a. Behind the scenes tours will be held throughout the year. These tours will only be open to our highest-level donors.
- b. These tours will give the BFK staff the chance to show where more donations are needed and will also allow the staff member to thank the donor for their generous donation.
- c. The tours will be led by a member of the BFK staff. The staff will show them specific projects and/or exhibits which were made possible by their donation.

8. BFK Newsletter:

- a. The BFK's newsletter will be sent out quarterly to all organizational stakeholders, including individual and corporate donors along with volunteers and members.
- b. Through this newsletter the BFK hopes to maintain relationships with and retain organizational stakeholders.
- c. The BFK's newsletter will inform organizational stakeholders of upcoming events and past events. It will also detail upcoming projects, programs, and campaigns at the BFK.