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1A. Individuals

Goal	\$250,000
Timing of funds	Ongoing (Fall Appeal, Calendar Year End, Spring Appeal, Fiscal Year End)
Prospects	Renewing Annual Donors, Lapsed Donors, Former Capital Campaign donors, Event Attendees, Annual Leader prospects, Existing Circle for Children, new prospects
Leadership	Clint Walz, Ruth Shelly, Development Committee, Board of Directors, Cedric Johnson, Nicole Riewe
Implementation	<ol style="list-style-type: none"> 1. Develop prospect lists from Board recommendations, event attendees, community leaders and philanthropists, former donors and new and multi-year museum members 2. Research and assign point values to prospects to prioritize 3. Assign cultivation/solicitation team 4. Develop and implement action plan, including cultivation and special event invitations, museum tours 5. Solicit either face-to-face or through direct mail
Recognition	<ul style="list-style-type: none"> • Thank you from solicitor within 48 hours • Personal thank you call from Executive Director within one week • Dependent on size of gift – thank you lunch • Name listed in annual report, newsletter, website, cumulative giving donor board
Stewardship	<ul style="list-style-type: none"> • Special communications from Executive Director • Quarterly Newsletter • Special Event Invitations
Growth Strategies	<ol style="list-style-type: none"> 1. Create Development Research Intern position for increased prospecting 2. Introduce prospect qualification point-system process. 3. Transfer to rolling expiration date to allow for increased number of appeals, giving clarity, and improved opportunity for additional gifts. 4. Introduce dynamic ask strings based on giving history to increase giving 5. Implement more prominent and simplified online giving forms for easier giving 6. Budget for electronic donor recognition board, allowing instant updating, search functionality, and giving level hierarchy

1B. Corporations

Goal	\$125,000
Timing of funds	Approximately 10% in July/August, 65% in December, 20% in May/June.
Prospects	TBD
Leadership	Clint Walz, Ruth Shelly, Board of Directors, Cedric Johnson, Staff
Implementation	<ol style="list-style-type: none"> 1. Gather information about prospect. If necessary, follow established donor acceptance procedure If approved by the board and senior staff continue process: 2. Seek committee/volunteer contacts-- provide more information about prospect and help staff to develop personalized strategy for cultivating and soliciting prospect. 3. Committee member or staff makes initial call and schedules introductory meeting. 4. Gauge funding/recognition interests. 5. Confirm information about appropriate timing of request, process, average gift size, etc. 6. Send thank-you note as follow-up to meeting or inquiry. 7. Indicate plans for follow-up (e.g. "we will send a full proposal in the next few weeks," etc.). 8. Call to make sure proposal was received and see if there are any questions and confirm timeline for decision.
Recognition	Within Two Days <ul style="list-style-type: none"> • Upon processing gift or pledge, generate and send thank you note, signed by officer/DOD

	<ul style="list-style-type: none"> Notify Executive Director of gift (Ruth and DoD determine if a call or signed letter is appropriate) <p>One Week:</p> <ul style="list-style-type: none"> Send benefit agreement form Process completed form and provide recognition as agreed upon
Stewardship	<p>Within Two Days:</p> <ul style="list-style-type: none"> Follow up call by staff grant contact to thank donor and to request meeting to review benefit check list; if no meeting is scheduled, send benefit check list Note any hard deadlines in calendar (ie – contract signatures, reports, etc.) <p>One Week:</p> <ul style="list-style-type: none"> Follow up personal thank you note by Executive Director send memberships/passes and follow through with recognition as dictated by the agreement <p>One Month:</p> <ul style="list-style-type: none"> make phone call/send letter invitation to program/event/museum send clippings or relevant media <p>Six Months Later or After Event:</p> <ul style="list-style-type: none"> Development Contact sends a one-page summary of how their gift has impacted the exhibit or program with photographs. <p>Nine Months:</p> <ul style="list-style-type: none"> Cultivation begins again with request for a meeting to discuss previous gift and learn about current priorities, explore new opportunities at the museum
Growth Strategies	<ol style="list-style-type: none"> Survey existing corporate partners, re-evaluate value of all corporate benefits and levels. Create professional leave-behind collateral materials, improved use of audience demographics and museum's community impact Website redesign with opportunities to monetize web traffic with promotion Budget for electronic donor recognition board, allowing instant updating, search functionality, and potential for inconspicuous corporate logos.

1C. Foundation & Government Grants

Goal	\$155,000
Timing of funds	According to foundation due dates with foundations identified to meet the following goals: Approximately <u>20%</u> in July/August, <u>40%</u> in December, 40% in May/June.
Prospects	Current and lapsed foundation donors, new foundations through improved research
Leadership	Clint Walz, Ruth Shelly, Brenda Baker, John Robinson, Kia Karlen, Nicole Riewe
Growth Strategies	<ol style="list-style-type: none"> Routine foundation identification research through UW's subscription to Foundation Center Reinstate internal Foundation Strategy meetings, reviewing new opportunities with program staff, monitoring progress on submission and reporting deadlines Create new Foundation and Grants intern to assist with grant management and follow through

2A. Events: Wonder Ball

Goal	\$173,000 gross
Timing of funds	June-August, 2012
Prospects	Corporations, major donors, previous attendees, new prospect
Leadership	Wonder Ball Committee, Colleen Burke, Cedric Johnson, Clint Walz
Implementation	<ol style="list-style-type: none"> 1. Determine Event Committee with Volunteer co-chairs 2. Determine date of event 3. Select theme, venue, decorations, caterer, live auction items 4. Solicit sponsors 5. Hire auctioneer 6. Invitation Design 7. Mail invites 8. Event schedule, staffing 9. Event date
Recognition	<ul style="list-style-type: none"> • Thank all attendees on site for attending • Listing and advertisement in event program • Auction sponsor name listed next to silent auction item, announced by auctioneer during live auction
Stewardship	<ul style="list-style-type: none"> • Thank you for attending letter within one week • Sponsor thank you letters with event photo • Personal notes with photos • Determine next steps for individuals as appropriate
Growth Strategies	<ol style="list-style-type: none"> 1. More incorporation of children, Spark!, SAPAR programs 2. Silent auction enhancements (photos, facility location, timing) 3. On-screen recognition of table sponsors, chairs, and committee on the screen as acknowledged 4. Enhance Wonder Prom experience, especially during transition from Wonder Ball

2B. Events: Tea & Trains

Goal	\$30,000 gross
Timing of funds	November, December
Prospects	Corporations, Circle for Children, members, new prospects
Leadership	Tea & Trains Committee, Colleen Burke, Cedric Johnson, Clint Walz
Implementation	<ol style="list-style-type: none"> 1. Set Event Budget 2. Reserve Madison Club 3. Sponsorships Plan 4. Book & Theme / Decorations Plan 5. Silent Auction Plan 6. Silent auction requests begin 7. Program planning 8. Mail pre-invites 9. Mail invites 10. Determine menu, setup, decorations 11. Silent auction items secured; Design event program
Recognition	<ul style="list-style-type: none"> • Thank you for attending to all attendees sent out within one week • We missed you letter to key potential guests not able to attend • Sponsors thank you letter with even photo
Stewardship	<ul style="list-style-type: none"> • Photos in Newsletter with captions mentioning names (send photos to guests as well with personal notes) • Where appropriate determine next steps for individual guests
Growth Strategies	<ol style="list-style-type: none"> 1. Increase Buy It Now price

	2. Families should be linked with the same bidder number: easier for check out & check in
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2C. Events: Star Society

Goal	Event purpose to re-engage former Board to become involved in upcoming Annual and Capital Campaigns. Revenue goal to offset costs, \$2,000.
Timing of funds	Spring 2013
Prospects	Former Board members and guests
Leadership	Current Board Members, Ruth Shelly, Colleen Burke, Clint Walz, Cedric Johnson
Implementation	<ol style="list-style-type: none"> 1. Determine location 2. Invitation design and printing 3. Guest List: all Board, former Board, some special guests 4. Carla Smith Award winner determined 5. Caterer selected 6. Invitations mailed 7. Develop program for evening, inform speakers
Recognition	<ul style="list-style-type: none"> • Former Board Members will be highlighted in program; brief story on each
Stewardship	<ul style="list-style-type: none"> • Thank you for attending letter mailed within 48 hours of event. • Determine further cultivation/solicitation steps for each individual

2E. Events: Spring Scramble

Goal	\$50,000 gross
Timing of funds	April/May, 2013
Prospects	Corporations, major donors, members, new prospects
Leadership	Spring Scramble Committee, Colleen Burke, Clint Walz, Cedric Johnson
Implementation	<p>Event will be held at Bishops Bay Country Club</p> <ol style="list-style-type: none"> 1. Monthly Meeting Schedule 2. Solicit Sponsors 3. Final Sponsor List 4. Solicit Auction Items 5. Hole Games and Activities 6. Food and Beverage 7. Day-of-Event Schedule 8. Invitation design and printing
Recognition	<ul style="list-style-type: none"> • Logo recognition on promotional materials • Name recognition in media promotions • Logo on museum website and in newsletter. • Corporate banner at event
Stewardship	<ul style="list-style-type: none"> • Thank you for attending letter mailed within 48 hours of event. • Determine next cultivation actions for participants
Growth Strategies	<ol style="list-style-type: none"> 1. Set strategy with committee once assembled

3. American Girl Benefit Sale

Goal	\$394,000
Timing of funds	July, 2012
Leadership	Marianne Madar, Linda Slepica, Volunteer legions, Staff & Board
Growth Strategies	<ol style="list-style-type: none">1. Increase sponsorship opportunities for area businesses2. Increase prices for parking lot vendors3. Improve credit card processing capabilities and responsiveness4. Create comprehensive publicity and marketing plan and timeline in advance of event5. Look for opportunities to better incorporate MCM presence

4. Membership

Goal	\$433,000
Timing of funds	Year round, additional gift mailings in November and April
Prospects	Existing Renewing and Lapsed Members, walk-in admissions and Adult Swim guests
Leadership	Shelley Schoenberger, Staff
Growth Strategies	<ol style="list-style-type: none">1. Solicit new and renewing gifts at Admissions Desk2. Simplify membership from nine levels to seven3. Move messaging emphasis from benefits-based to mission-based4. Introduce tax-deductibility language5. Decrease cost of renewal mailings from 2-page, 4-color to provide savings6. Increase number of renewal mailing efforts from one to two, moving from month 11 to 9 for first effort7. Introduce two additional gift appeals8. Introduce ask-string matrix to encourage increased giving9. Introduce different creative into renewal series10. Improve timing of membership card delivery from two weeks to one11. Redesign website and online giving forms to simplify and emphasize online giving