



FY19 Annual Fundraising Plan

November 9, 2018

FY19 SITUATIONAL ANALYSIS

In FY18, we enjoyed great success with our first organized fundraising effort around #GivingTuesday, using it as a kick-off to our End-of-Year fundraising campaign which was more strategic and planful than ever before. The two initiatives combined raised nearly \$20,000. Although fundraising from individuals during CAP Month continued to be disappointing, we secured an unprecedented \$77,000 in CAP Month corporate and foundation sponsorships. On the heels of CAP Month, on May 1 we also participated for the first time ever in Midlands Gives raising \$8,000 without securing a challenge gift.

Although Kappa Delta fundraising did not meet their all-time high of raising \$102,000 in FY17, we continued to strengthen relationships with our partners at USC, Newberry College, and Clemson. The three chapters raised more than \$79,000 in FY18 which far exceeds the average we had received annually in years prior to FY17.

We launched but struggled to make meaningful progress with the Sentinel Society, an individual giving society at the \$5,000 level. We also did not secure any meaningful point-of-sale partners although we did engage a regional pharmacy chain in a customer donation program that provided valuable experience. Monthly Giving was flat, although revenue from State tax return check-off donations exceeded projections by \$9,000.

The biggest change of 2018 was it was our first time not holding a gala in some 10 years. Realizing the potentially negative impact of removing our primary in-person stewardship vehicle, we introduced "Strike Out Child Abuse," a casual stewardship event for select donors at a Columbia Fireflies baseball game. Although stewardship was the primary purpose of the event, we raised \$8,500 in sponsorships and \$7,700 from ticket sales and proceeds from a silent auction. The response to the family-friendly event was positive.

In 2019, Children's Trust board leadership is more committed than ever to maximizing board engagement in meaningful fund development and improving our organizational readiness in preparation for a major capital campaign. The Development Committee chair has led the "Pick-a-Project" effort in which board and Development Committee members are being asked – and responding positively – to choosing an FY19 fund development project to lead or participate in.

FY19 is a Building Hope for Children (previously, the Prevention Conference) year, and the conference is being held in Greenville for the first time. Opportunities abound as the entire Children's Trust team is working to maximize every opportunity for revenue generation related to this event.

CAP Mont continues to present more robust opportunities to offer sponsors meaningful marketing value which bodes well.

Staff is building a giving society architecture suggested by the board chair, which is creating a Society for South Carolina Children that offers annual giving levels of \$2,500, \$5,000 and \$10,000. There will be a great deal of focus on growing this society and building stronger, deeper relationships through meaningful stewardship. The goal is to grow the society to 20 members by 2020.



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The board, Development Committee, and staff will benefit from staying focused on key opportunities to build sustainable programs and initiatives, and resist the temptation to expend limited resources on ideas that are likely to result in a low ROI.

OVERALL GOAL

To grow sustainable, annual private fundraising by the end of FY19 totaling \$360,000.

CONTRIBUTIONS

GOAL 1: Generate \$91,500 in revenue from Society for South Carolina Children (SSCC) donors and general donations.

GOAL 2: Generate \$35,000 through a strategic #GivingTuesday initiative and comprehensive End-of-Year campaign.

GOAL 3: Generate \$60,000 through CAP Month campaign.

GOAL 4: Generate \$13,500 from Midlands Gives.

GOAL 5: Maintain \$5,250 in recurring monthly donor revenue.

GOAL 6: Raise \$25,000 through either Strike Out Child Abuse events or a silent auction held in conjunction with the Building Hope for Children Conference.

GOAL 7: Generate \$27,500 in Building Hope for Children Conference corporate and foundation sponsorships.

GOAL 8: Work with USC, Newberry College, and Clemson to generate revenue of \$82,500.

GOAL 9: Generate revenue of \$22,500 through Point-of-Sale partnerships, from ethics contributions, and the State tax form check-off.

INTERNAL CAPACITY BUILDING

GOAL 1: To refine and support the staffing and volunteer resources necessary to advance Children's Trust's fundraising program while strengthening the agency's use of data to achieve fundraising success.

GOAL 2: To strengthen the agency's use of data to achieve fundraising success while ensuring that the development database is populated with accurate and integrated contact information.