

Capacity Building Campaign Roll-out Plan & Timeline

Key Initial Campaign Phases

4th Quarter 2020 Pre-campaign Phase

Goals:

- Finish FY2020 strong - meet fundraising revenue budget goals and finish year in the black
- Renew current Business Partners for 2021
- Set stage for 2021 CBC roll-out

Actions:

- Give Local crowdfunding campaign tied to immediate tech capacity needs, accessing new donors
- Year-end appeal to donors last 4+ years, introducing capacity themes
- Secure Dept. of Commerce/CARES funding
- Secure Administrative Office of the Courts funds for Eviction Prevention
- Current Business Partner outreach
- Begin Grant applications and Tribal funding requests
- Begin conversations with key Lead Donor prospects
- Board commitment!

1st Quarter 2021 “Quiet” Phase

Goal: Lay groundwork for campaign success

Actions:

- Introduce DRC volunteers & other key stakeholders to capacity vision, goals and campaign
- Recruit campaign “champions” - for peer-to-peer asks (ala 2020 Toast in-lieu giving effort), to host “house parties”, prospect referral/introductions (individuals & businesses) for staff follow-up
- Provide champions with training, tools and support (coaching, talking points, online/printed info.)
- Cultivate and secure Lead Donors
- Grant applications and Tribal funding requests, secure commitments from current Business Partners

2nd & 3rd Quarters 2021 Public Phase

Goal: Broaden base of support

Actions:

- Official public campaign launch/Campaign launch/30th Anniversary event (format TBD)
- Continue Major Donor asks (staff)
- New Business Partner solicitation (staff and champions)
- Peer-to-peer gift solicitation, prospect referral/introductions, house parties (champions)
- Broad appeal to all stakeholders, past supporters and public (mailed and e-appeals)
- Coordination to track efforts of staff and champions, avoid overlap and gaps, acknowledge giving.

Approach & Target Audiences

Avoid EITHER-OR giving Focus on BOTH-AND giving

ie. Support to BOTH Maintain Current Programs/Operations AND Build Capacity for Service, Access and Equity

Current Individual Supporters (Major Donors \$500+ and Donors <\$500), Current Business Partners

Ask Formula: Capacity commitment 3X current giving level, spread over 3 years, ie. double current giving level each year for 3 years. (Example: Current \$1,000-level donors and businesses asked to commit to additional \$1,000 [or more] per year for 3 years.

Foundations, Tribes, New Business Prospects, Bar Assoc./Attorneys, New Individual Donor Prospects

Asks may be tied to specific elements of new capacity budget (ie. technology, staffing or equity initiatives)

Ask amounts determined on case-by case basis, based on capacity, interests, etc.