

# Appendix A

## Strategic Action Plan for 2020

Goal: Raise \$75,000 by 2025 to support NYSILC mission and initiatives including scholarship programs, civic engagement, and advocacy.

Strategy	Actions	Timeline	Assignment
Build Infrastructure	Merge and migrate donor data to NYSILC's CiviCRM database	Aug 1, 2020	ADG, Amy Wink
	Train NYSILC staff in donor/prospect record entry and update procedures	Aug 15, 2020	ADG, Amy Wink
	Develop a list of giving opportunities to be used for "Reasons to Give" webpage, messaging and contribution form	Sept 15, 2020	ADG, NYSILC Staff, and NYSILC Development Committee
	Develop electronic contribution form with pledging and recurring gift capabilities.	Sept 30, 2020	ADG Creative
	Develop templates for NYSILC "Donor News" eCommunication	Sept 30, 2020	ADG Creative
	Set up Facebook fundraising capabilities to allow online giving via Facebook and creation of individual fundraisers to benefit NYSILC	Sept 1, 2020	NYSILC Staff with support of ADG Creative
	Identify step-by-step process to launch structure to accept gifts of stocks and annuities	Oct 1, 2020	NYSILC Staff and Development Committee
	Develop an Annual Sponsorship Prospectus for potential corporate donors	Nov 1, 2020	NYSILC Staff, Development Committee and ADG Creative

Grow Council/Board	Provide Stewardship Training for full Council	Sept. 25, 2020	ADG and NYSILC Staff
	Develop policy proposal for Council/Board Support	Nov 30, 2020	NYSILC Development Committee
	Develop board giving toolkit to reinforce stewardship training	Dec 1, 2020	ADG Creative
	Engage Council in Social Media sharing; create contests as incentives	Sept. 25, 2020	NYSILC Staff with support of ADG Creative
Target Communications	Brand the 2020 Annual Giving Campaign	Oct. 1, 2020	ADG Creative, NYSILC Staff and Development Committee
	Develop copy for “Giving to NYSILC” web landing page and prospectus that clearly states: why to give, what your donations will do, how to give	Sept 15, 2020	ADG Creative in cooperation with NYSILC Staff with support of ADG Creative
	Develop and launch monthly <i>NYSILC Donor News</i> , announce annual giving campaign	Oct 1, 2020	NYSILC Staff in cooperation with ADG Creative
	Develop short videos of past Hall of Fame inductees and scholarship recipients on impact of support	Oct 1, 2020	ADG Creative in cooperation with NYSILC Staff
	Develop messaging and communication schedule through 2021 HOF Induction <ul style="list-style-type: none"> <li>• ADA Anniversary July 26</li> <li>• Back to School</li> <li>• Emergency Preparedness</li> <li>• Election Access</li> <li>• Veterans</li> <li>• Thanksgiving/Giving Tuesday</li> <li>• December Holiday Giving</li> <li>• End-of-Year Giving Tax Advantages</li> <li>• New Year/New Opportunities</li> <li>• Transportation Access</li> <li>• Valentine’s Day</li> <li>• Developmental Disability Awareness (March)</li> <li>• Healthcare Access</li> </ul>	Sept 1, 2020	NYSILC Staff and Development Committee with support of ADG Creative

Grow Hall of Fame Visibility, Attendance, Engagement and Corporate Support	Secure well-known MC for 2021 Hall of Fame	Dec 1, 2020	NYSLIC with Support of ADG Creative
	Create HoF-related fundraising goals for Council Members: "Fill a Table," one sponsor each; one auction item each	Dec 1, 2020	NYSLIC Staff and Development Committee
	Create and launch social media ramp-up campaign for HoF	Jan 1, 2021	NYSLIC Staff with Support of ADG Creative
Assess Progress	Assess each initiative for responsiveness, action and impact	Monthly through Jan 1, 2021	NYSLIC Staff with support of ADG Creative