

2005-2006

Strategic Goal: Increase annual giving, corporate underwriting and planned gifts by 20% of the 5-year goal

Action Steps	Action Leader	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06
Hire/Train Development Director	Dennis, Cheryle	X	X	X	X	X	X						
Plan & execute a series of fund-raising special events	Dennis, Scott, CA committee	X											
Identify & ask for Lead gifts for Fall/Spring campaigns	Dennis, Scott, Cheryle	X	X	X			X	X	X				
Plan & execute Fall/Spring Pledge Drives, (goal: 10% increase over 2005)	Dennis, Scott, other staff & volunteers	X	X	X	X		X	X	X				
Renew current underwriters, ID & solicit new (goal: 22% increase over 2005)	Scott, Dennis	X	X	X	X	X	X	X	X	X	X	X	X
Identify & solicit 3 new planned gifts	Dennis, Scott, Sue H.					X	X			X	X		

Personnel:

Success Indicators:

annual giving and corporate underwriting meet revenue goals

Four new special events generate positive net revenue

2 new Ellington Circle members, 4 new Blue Note Society members, 3 new planned gifts

Category: Institutional Effectiveness