

Friends of the Fox River 2018 Strategic Plan: Funding

| Area | Goal | Strategy | Actions |
|---|------|----------|--|
| Funding | | | |
| I. Ensure FOFR has the financial resources to achieve 2018 objectives | | | |
| A. Executive Director and Finance Committee will develop a detailed 2018 Fundraising Plan based on the adoption of this Strategic Plan | | | |
| | | | <ol style="list-style-type: none"> 1. Staff, Education and Finance Committee will develop a funding plan for expanding service contracts with local school districts 2. Staff and Finance Committee will develop a plan to increase funding from MS4's - create and mail funding request, make follow-up phone calls & in-person presentations 3. Staff will develop a fundraising plan to create the new "Creek Caretaker" program |
| II. Increase Funding | | | |
| A. Increase income from fundraising events | | | |
| | | | <ol style="list-style-type: none"> 1. Add two new locations for the No Clean Water, No Good Beer Annual Fundraiser (Aurora?, Yorkville?) |
| B. Increase income from grants | | | |
| | | | <ol style="list-style-type: none"> 1. Staff will create and apply for grant project funding for educational and protection projects |
| C. Utilize Crowdsourcing sites like "Go Fund Me" for specific needs | | | |
| | | | <ol style="list-style-type: none"> 1. Staff & Board will conduct a "Go Fund Me" campaign to replace the "Dragonwagon" van. 2. Staff, Board and volunteers will use on-line fundraising and personal presentations to fund "Love the River" events |
| III. Increase Contributions | | | |
| A. Increase general contributions including BOD personal giving, BOD outreach driven donations, appeals to past individual & corporate donors | | | |
| | | | <ol style="list-style-type: none"> 1. Staff will work with Board members to develop individual giving & fundraising plans 2. Staff will work with officers, directors and members to create and deliver personalized appeals to past donors |