2019 – 2020 Serendipity Center Development Plan

2019 – 2020 Strategic Objectives

1. Launch the Four Pillar Fund Annual Campaign 2019 – 2020
    a. Preview and pitch to long-term corporate partners and finalize program details and collateral in September.
    b. Develop new and expanded partnerships for each pillar by conducting outreach to potential new partners. Target potential partners whose giving strategy aligns with one or more of the pillars.

2. Attend every Board meeting to actively engage and update board members on fundraising progress.

3. Recruit two new Board members specifically for Development Committee participation. Support transition to increase funding comfort level and expertise within Board culture.

2019-2020 Strategic Focus Areas

1. Continue to build on the momentum of outreach to Multnomah County Commissioners and Health Care providers, and Insurers to be recognized as a Mental Health expert. Strive to lead the public conversation in the treatment of Mental Health for children on task forces and symposiums.

2. Continue to build on the momentum of outreach to natural grocery stores and local food companies to be recognized as a Hunger partner working to solve food insecurity.

3. Identify and connect with potential new partners for Transition Pillar to support The Stephen Carter Scholarship and pillar.

2019-2020 Goals

1. The Four Pillar Model Campaign goal is to raise $217,000.

2. Identify and meet with four contacts per month -- one contact from each of the Four Pillars. Some of these meetings will be direct donors and some will be company lunch and learns.

3. Meet with each Board member to help them select a role in development that matches their skills and comfort level.
    - Each Board member will choose to serve one or more of the following roles: Ambassador, Advocate and Asker.
    - Once each Board member has selected their role for the year we will work together to choose and assign specific action items as needed.

Definition of Development roles:

Ambassador

- Building relationships within their own personal networks.
- Contacting and connecting with prospective new donors outside of their personal networks.
- Stewarding relationships with existing donors.

Advocate

- Advocate within their personal networks.
- Advocate on behalf of strategic vision and plan with local and state government and other partners.

Asker

- Matched with existing donors to ask to renew a gift.
- Matched with prospective new donors to develop relationship and secure a gift.

2019 – 2020 Four Pillar Fund Fundraising Goals

Category	Definition	Annual target
Unrestricted--Operations	Gifts given for general support or as part of the Four Pillars Annual Campaign, which supports all aspects of the therapeutic school program	$130,000
Special Events	Gifts to the Four Pillar Fund (unrestricted, operational support) raised during special events	$87,000 *
	Total contributions	$217,000

The allocations can be flexible however, the total fundraising goal is $217,000.

*The special events goal of $87,000 is based on the following assumptions:

Special Event Revenue (Target $87,000)

- Target an increase in the year-end paddle raise, from $60,000 to $67,000
- Auction of Portraits of Hope: $4,000
- Revenue enhancers (GM Garden, Art Therapy, Legacy Library, maybe MH): $6,000
- Raffle ticket sales: $10,000