

EBIA Development Strategy

Development Plan Overview

This school year, we're kicking off development planning with a strategic process that aims to promote involvement from board members, parent leaders, and community partners.

In the 2016-2017 school year development will focus on three key areas:

1. Fundraising: Foundations, Corporate Donors, School Community
2. In Kind Donations: STEAM Lab, Intersession Supplies, Facilities
3. EBIA Profile Building: Proactive PR, Marketing Materials Revamp, Public Speaking Opportunities

GOAL 1: Raise \$747,180 by the end of the 2016-2017 school year.

OBJECTIVE A: Increase board member and parent volunteer engagement in development work

- Start a Development Committee
- Engage Parent Development Committee

OBJECTIVE B: Obtain \$575,000 support from foundations

- Establish clear goals, research and confirm targets for foundation support
- Develop and submit 10 proposals
- Continue to build current donor relationships
- Network with prospective donors

GOAL 1: Raise \$747,180 by the end of the 2016-2017 school year (continued)

OBJECTIVE C: Obtain \$25,000 support from corporate donors

- Establish clear goals, research and confirm targets for support from corporate donors
- Network with prospective corporate donors
- Develop and submit proposals

OBJECTIVE D: Raise \$147,180 from individuals, focused on parents and community friends

- Annual Giving Campaign
- Community Fundraising Events
 - Auction Party
 - SpringFest

GOAL 2: Increase in-kind donations to EBIA.

Objective E: Solicit in-kind donations to support STEAM programming

- Solicit materials and programming support for Markers Lab
- Solicit intersession supplies
- Pursue exploratory conversations about donated facilities

EBIA Development Strategy

GOAL 3: Build momentum around EBIA's mission and achievements with improved marketing communications to bolster development efforts

OBJECTIVE F: Update key marketing and communications materials

- Revamp funding proposal materials
- Renew website content
- Create development focused video content featuring students, parents, teachers, and school leaders

OBJECTIVE G: Engage in thought leadership and networking opportunities

- Identify and apply for 3 profile-building speaking engagements for school leader and/or school founders
- Commit to attend 2 networking events each trimester

OBJECTIVE H: Engage in proactive public relations outreach

- Curate a list of education and community reporters and commit to pitching 2 stories every trimester



Action Items

- Development Committee to share finalized strategic plan
- Board members complete a development survey and individualized engagement plan
- Establish parent committee engagement model and individualized engagement plan
- Establish “owners” and “contributors” for each key objective in development plan