

Development Plan 23-24

Community School for Creative Education

Overview

- The annual fundraising goal is \$150,000 with the majority of our funds coming from foundations local to the Bay Area. It is anticipated that the majority of fundraising dollars for 23-24 will come from renewals from existing donors. In order to achieve \$150,000, attention will need to be placed in cultivating and increasing gifts from individual donors.

Sources of donated revenue:

1. INDIVIDUALS

A. Board of Directors

- Goal is to achieve 100% participation from the Board in giving to CSCE in 23-24.

B. Annual Fundraising program development

- Look into building an internal infrastructure to support the creation of an Annual Fund.

C. Grassroots fundraising

- Create new and varied opportunities for >\$1,000 donors to contribute throughout the year.

2. INSTITUTIONAL: FOUNDATIONS + CORPORATIONS

A. Facilitate the continuance of grants from current donors

B. Apply for additional government grants

C. Assess all current corporate relationships and design pipeline to encourage donations from those organizations.

3. CREATE NEW GIVING OPPORTUNITIES

A. Read-a-Thon

B. Giving Tuesday

C. In-Person Gala

Other Advancement Topics:

- DonorPerfect Platform
- Increase Marketing
 - o Social Media
 - o Mailers