

Fund Development Planning Effort

Brainstorm Session....

- governmentally funded grants – look at ideas to reduce incarceration. Funding will follow this.
- Gala- silent auction (younger crowd/ playing a long game-forward thinking- young entrepreneurs)
- breakfast fundraiser- Focus on the senior crowd and/or the executive business crowd.
- lunch fundraiser - Focus on the senior crowd and/or the executive business crowd.
- self-sustaining fundraising ideas (i.e.- products: skin cream and makeup – beauty and freedom)
- Governing structure to support funding. Create an advisory system which will support a wider relationship and outreach net.
- Healing Housing website, story, mission statement, “donate here” (paypal) LIVE 02/01/16
- Facebook(Call to action)/Twitter – Create a social media campaign.
- Kickstarter/GoFundMe – Create a crowd source campaign.
- Video (Lori speaking// college student help//volunteer=free)
- College Student Help (intern/volunteers)
- NFP Interns
- BUMC – Approach this church for a sizable launch grant and ongoing funding.
- Gift boxes that tell stories
- Text Giving
- Newsletter
- 5k (12-south//backed by sports or wellness facility takes care of insurance)
- Named Gifts (sponsor rooms)
- Sustainable products
- Cleaning business...empty homes, offices, resales, builders’ homes,etc
- Editorial board to develop 6-month plan. OFFER MADE!
- Golf Tournament
- Art show/Auction – so many artists are also victims of childhood trauma. Perhaps they will participate with a donation or a shared sale?
- Jumpstart Foundry
- Series of House Meeting (12-15 Tables/Sponsorship/Relationship/Scalable/expectation for donation is clear)
- Relationship List
 - List
 - Contact Manager – Sales Force, TNT, Other programs.

- How to approach
- Relationship and Networkers
- **"The Story"** of these lives
- Celebrity Involvement (known advocate/Trusted Voice/ Martina McBride/ Little Big Town/They have to fit our cause)
- Donor Card
- The Big Payback
- advisory board (100% giving/ table sponsors)
 - churches giving
 - speakers guild (rotary, private schools, women's bible studies, corporate sponsors,)
 - proposal should include marketing materials, business plan, etc.

Concept 1 : Healing Housing Meetings												
Description: Create the replicable package to host home meetings, where a home location provides opportunity for an agenda, such as: welcome, ice breaker, presentation, discussion, funding request.												
Task 1	Find a location, as well as define the list of what makes a location suitable.											
Task 2	Align volunteers and create a vol job description for each – facilitator for the evening, servers, presenters, etc.											
Task 3	Align the food – define vendors, menu, align meeting and location theme with proper menu											
Task 4	Align the agenda and the speakers											
Task 5	Align a way to capture funding											
Task 6	Do it!											
	2/1/16	3/1/16	4/1/16	5/1/16	6/1/16	7/1/16	8/1/16	9/1/16	10/1/16	11/1/16	12/1/16	1/1/17
Task 1												
Task 2												
Task 3												
Task 4												
Task 5												
Task 6												
Cost - \$0 to \$10,000												
Return – 3X the cost												
Likelihood of Success – 100%												
Project Owners – Cynthia (co-chair), Kathy (co-chair), Olivia, Jenny (co-chair), Lori												

Concept 2 : Breakfast meeting												
Description: Host a meeting at a breakfast-suitable location, targeting the senior and the executive.												
Task 1	Define the type of location suitable for the theme of the meeting – formal (country club), informal and relaxed (nice or boutique restaurant), etc. Select the location.											
Task 2	Select the food – menu, align theme, location and menu.											
Task 3	Prepare marketing – table materials, etc.											
Task 4	Align agenda and speaker											
Task 5	Create way to give – check, text, online, etc. Align the ask – monthly donors versus one time.											
Task 6												
	2/1/16	3/1/16	4/1/16	5/1/16	6/1/16	7/1/16	8/1/16	9/1/16	10/1/16	11/1/16	12/1/16	1/1/17
Task 1												
Task 2												
Task 3												
Task 4												
Task 5												
Task 6												
Cost: \$12 plate												
Return: 3X cost												
Likelihood of Success: High												
Project Owners: Pat (chair), Angela												