

1) Signature Event: Comedy Show Replication Package

a. Description: Replication package to scale the signature event, an improv comedy show featuring celebrity performers. Will contain strong org presence throughout via stories of patients, video, paper and electronic info, and an important "ask" moment at the end. Begins in LA with goal to replicate in Nashville and other cities X times in three years.

b. Key Activities:

Task 1	Create an event budget
Task 2	Create an event PR Package
Task 3	Create an event Line up/ask talent
Task 4	"Ask" at event w/ emphasis on recurring giving
Task 5	Create an event "How To" document, key steps, key guidance, and best practices

c. Projected Completion

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15
Task 1					Due							
Task 2						Due						
Task 3							Due					
Task 4									Due			
Task 5												Due

d. Cost: 2k???

e. Return: 10k-20k? A minimum of \$XXX per event = success.

f. Likelihood of Success: 100%

g. Influencing factors:

h. Staff Responsible for Completion: Kay, Andrew, Billy

2) Nightly Stage Pitch/Live Appearance Package

a. Description:

- A moment during an artists live appearance where they promote SOF and ask audience to donate. Push monthly/recurring giving.

b. Key Activities:

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Task 1 | Write up and collect a pitch package for celebrity leaders, including talking points

Task 2 | Create cell phone TEXT giving

Task 3 | Order items for merchandising table: shirts, brochures.

Task 4 | Generate slides/video to play behind artist during pitch?

c. Projected Completion

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14
Task 1			Due									
Task 2				Due								
Task 3					Due							
Task 4						Due						

d.. Cost – Text = \$0, Merch table = \$3,000

e. Return: Aiming for \$XXX per night on merch table. Aiming for \$XXX per night in text donations.

f. Likelihood of Success: 100% based on Wynonna, for instance playing numerous dates a year. Get SOME \$ nightly.

g. Influencing factors:

h. Staff Responsible for Completion: Cactus, Kay, Billy

3)	Create a Toolkit for the "In Home Thing"
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a. Description: Create a system, which can be replicated by any board member or committee member, which allows them to present at an in-home event.

b. Key Activities:

Task 1	Use the last "In Home Thing" to create the basis for a replicable example
Task 2	Create a PowerPoint presentation or a slide deck on paper for the events
Task 3	Create the talking points template for the events
Task 4	Test it, make changes, improve the template
Task 5	Put the package on Google Drive to be shared, through a training phone call.

c. Projected Completion

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15
Task 1												
Task 2												
Task 3												
Task 4												

d. Cost: Under \$250

e. Return: Targeting \$800 per event, reoccurring annually (

f. Likelihood of Success: High

g. Influencing factors:

h. Staff Responsible for Completion: ???

4)	Create an Emotive Touch Toolkit
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a. Description:

b. Key Activities:

Task 1	Collect Patient Stories – email to patients, save them to Google Drive.
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Task 2	Collect patient notes for a “Donate Now” appeal
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Task 3	Collect patient interviews
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Task 4	
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c. Projected Completion

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15
Task 1												
Task 2												
Task 3												
Task 4												

d.. Cost Unknown

e. Return: Unknown

f. Likelihood of Success: Unknown

g. Influencing factors: Unknown

h. Staff Responsible for Completion: MM, BMA, JR???

5) Create a system to approach past givers

a. Description:

b. Key Activities:

Task 1	Create major messages and an approach system – one timers into monthly givers. Email message to them. Thank you note.
Task 2	Create major messages and an approach system – named gifts, tiers/steps gift levels. Email message to them. Thank you note.
Task 3	Deliver the monthly giving invite
Task 4	

c. Projected Completion

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15
Task 1												
Task 2												
Task 3												
Task 4												

d.. Cost Unknown

e. Return: Unknown

f. Likelihood of Success: Unknown

g. Influencing factors: Unknown

h. Staff Responsible for Completion: None

Other ideas for future consideration:

- Text giving capacity
- SEO Strategy
- Create a YouTube Video for use at public appeals, for use on YouTube, and at In Home events.
- Create a target list for gratis items
 - Donation animation video
 - PR company
- Personal Networks – Create a strategy and monthly messages list for personal networks
- Create a strategy for past givers (BMA)