

Alzheimer’s Resource of Alaska
<MONTH> Fund Development Committee Meeting
This committee meets monthly, quarterly, reoccurring time, etc TBD.

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| Date: | Location: <place of meeting> |
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Attendance Log:

| Board Members | | Staff | |
|---------------|------------------------|-------|--|
| | Charlene Walker, Chair | | Joanne Proefrock, Development Director |
| | George Borderieux | | Lisa Sauder, ED |
| | | | |
| | Guests | | |
| | | | |
| | | | |

X= Present

E= Excused

V= Virtual/Video or Phone

| Topic | Information – Findings – Conclusions – Recommendations |
|--------------------------|---|
| Agenda Item 1: | <ul style="list-style-type: none"> • • |
| Agenda Item 2: | <ul style="list-style-type: none"> • • • • |
| Agenda Item 3: | <ul style="list-style-type: none"> • • • • |
| Current Standing Items | <ul style="list-style-type: none"> • Status Update on SP FY 2024 Operating Plan Tactics • Review Development Revenue/Expenses • • |
| Other Updates/Discussion | <ul style="list-style-type: none"> • • • • |
| Action Items | <ul style="list-style-type: none"> • • • • |
| Next meeting | <ul style="list-style-type: none"> • |

Strategic Plan – FY 2024 (July 1 – June 30) Operating Plan Status Update
Status Options Only: Not Started, In Progress, Done, Moved to FY 25, Changed tactic to....

| | | | | FY 2024 | |
|------------|---|-------------------|--------------------|---------|--|
| Initiative | Priority Tactics (these are taken from your Strategic Plan) | Accountable Party | Completion Date | Status | |

Strategy 1. Sustainability
Ensure that ARA has long-term financial sustainability.

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| 1.2. Diversify revenues streams to include federal and state grants, corporations, foundations, individual donors and a program fee-for-service structure. | A. | Research and intentionally build relationships with 3 federal and state and local grantors and agencies. | Fund Dev- Charlene/Joanne/Lisa | Q3 | |
| | B. | Create 3-year Fund Development Plan. | Fund Dev- Charlene/Joanne/Lisa/Hilary | Q2 | In Progress |
| | C. | Research and identify 4 major (\$5K-\$10K) mission aligned funders and submit one application. | Fund Dev-Charlene/Joanne | Q4 | |

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|--|----|--|-----------------------------------|----|--|
| 1.4. Increase fundraising capabilities; expand donor base revenues, focus on sponsorship recognition, beef up individual donors, database, marketing, events. | A. | Create donor strategy plan to increase donor giving by 20%. (see Dev Plan) | Fund Dev-Charlene/Joanne | Q4 | |
| | B. | Identify opportunities for sponsorship of educational offerings. | Fund Dev-Charlene/Joanne | Q3 | |
| | C. | Send out appeal letter with targeted donor bifurcations (from Dev Plan) | Fund Dev-Charlene/Joanne | Q2 | |
| | D. | From techniques used at the Storyteller Conference, refine how appeals are scheduled and executed. | Fund Dev- Charlene/Joanne/Lisa | Q2 | |

| | | | | FY 2024 | |
|------------|---|-------------------|--------------------|---------|--|
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Strategy 3. Name Recognition/Expansion
Ensure all Alaskans are aware of and have access to ARA services.

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|--|----|--|--------------------------|----|--|
| 3.4 Educate legislators (State and Federal) Encourage legislation that encourages general community organizations to include Alzheimer’s and dementia population in their services. | C. | Invite local political figures, State representatives and US Federal delegation to Amblin event. | Fund Dev-Charlene/Joanne | Q4 | |
|--|----|--|--------------------------|----|--|