



## **Alzheimer's Resource of Alaska**

### **Fund Development Plan FY 2024 – FY 2027**

**Board Approved and Adopted on January 17, 2024**

## Mission of Alzheimer's Resource of Alaska

Support Alaskans affected by Alzheimer's disease, related dementias, and other disabilities to ensure quality of life.

## Philosophy of Philanthropy

The Board of Directors of Alzheimer's Resource of Alaska is committed to ensuring the financial stability of the organization. The philosophy of philanthropy guides Alzheimer's Resource of Alaska (ARA) decisions in attracting revenue to ARA.

- We are committed to ensuring the financial stability of ARA through consistent internal and external philanthropic activity.
- We are committed to connecting donors to the critical work of supporting Alaskans affected by Alzheimer's disease, related dementias, and disabilities. Donors give to us because they believe in and are knowledgeable about our mission.
- We are committed to building long-term, sustainable donor relationships.
- We are committed to the concept that cultivating new donors through education, advocacy and personal relationships will increase their financial commitment to ARA's mission. The following donor pyramid will be used as a model for the cultivation and development of donors.
- Board members and staff serve as key connectors and catalysts for the donor's long-term relationship to ARA.

## Donor Levels

- Add targets at each level.
- Review and revise at least annually.

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Principal Donors (\$10,000+)  
*Individual/Foundation/Corporate*

Major donors (\$5,000+)  
*Individual/Foundation/Corporate*

Leadership Donors (\$1,000+)  
*Individual/Foundation/Corporate*

Planned Gift  
*Include ARA as a beneficiary of their will, life insurance or retirement plans.*

Annual & Recurring Donors  
*Individual*

First Time Donors  
*Individual/Foundation/Corporate*

Prospective Donors  
*Individual/Foundation/Corporate*

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## Values Statement

We hold the following values to be integral to our organization and will endeavor to reflect them in all our actions and fundraising decisions:

<b>Inclusiveness</b>	We believe in accepting gifts from all members of the community, so long as the intent and purposes of the gift are consistent with the values and mission of ARA.
<b>Stewardship</b>	We will honor donor intent and be accountable to our donors through fiscal responsibility and prompt acknowledgment of gifts; good stewardship builds trust with our donors.
<b>Leadership</b>	ARA will reflect the highest professional standards in implementing our mission.
<b>Balanced</b>	ARA will use a balanced approach to development that ensures funding comes from diversified sources and will remain open to innovative funding methodologies.

## Timeline

**This plan covers four fiscal years:**

FY 2024 (January-June 30),  
FY 2025,  
FY 2026,  
FY 2027.

## Goals, Strategies and Tactics

**Goal 1: Generate gifts from individual donors at all levels. (This does not include Amblin,' third-party fundraisers, employer match, corporate or foundation support.)**

FY 2023 Actual \$161,603

FY 2024:	\$ 175,000
FY 2025:	\$ 250,000
FY 2026:	\$ 275,000
FY 2027:	\$ 300,000

### **Strategy and Tactics to achieve Goal 1:**

- Retain existing donors by utilization of best practice donor cycle of ask, thank, report and repeat. (on-going)
- Implement more storytelling to create compelling appeals. (on-going)
- Plan and execute four fundraising appeal campaigns per year with corresponding supports: mailers, emails, social media posts, print and broadcast story pitches, and others. (FY24) Reevaluate for future goals.
- Create and distribute a monthly donor email and share to social media: feature an appeal, story, program, staff/client profile, event, educational component, information, etc. (on-going)
- Special acknowledgment of first-time gifts from Development Director, Board member or Executive Director. (FY24)
- Special acknowledgment of gifts over \$500 from Development Director, Board member or Executive Director. (FY24)
- Develop pathway for clients and family members utilizing ARA services to become a donor. (FY24)
- Conduct one donor acquisition appeal mailer. (FY25)
- Continue participation in community-based fundraisers such as United Way, Combined Federal Campaign, etc. (on-going)

## **Goal 2: Increase All Revenue from Amblin' for Alzheimer's and Third-Party Events and Fundraisers**

FY 2023 Actual \$91,769

FY 2024:	\$110,000
FY 2025:	\$130,000
FY 2026:	\$150,000
FY 2027:	\$175,000

### **Strategy and Tactics to achieve Goal 2:**

- Research, select and implement new fundraising platform. (FY24)
- Increase sponsorship of Amblin' from 15 donors/\$25,000 in FY23 to 20 donors/\$60,000. (FY24)
- Increase individual peer-to-peer fundraising from 14 participants/\$15,130 to 25participants/\$21,250--individual not on a team. (FY24)
- Increase team participant fundraising from 3 teams/\$2,390 to 15 teams/\$25,000. (FY24)
- Increase walk participants (paid entry fee of \$25) from 123 people/\$3075 to 150 people/\$3,750. (FY24)
- Utilize incentives for fundraising. (on-going)
- Encourage and support third party events and fundraisers to increase funds raised and number of events/fundraisers.

**Goal 3: Increase and build unrestricted foundation and corporate funding including corporate match of employee gifts.**

FY 2023 Actual: \$55,664 (this number may not be exact because grants have not been tracked as “restricted” or “unrestricted.” *Note that it will be important for the finance committee to clearly define how grants should be coded going forward.*

FY 2024:	\$ 91,500
FY 2025:	\$125,000
FY 2026:	\$175,000
FY 2027:	\$200,000

**Strategy and Tactics to achieve Goal 3:**

- Analyze current corporate/foundation funders and identify prospects by cross referencing the AK Business Monthly Top 49 businesses in AK list. (FY24)
- Cultivate meaningful partnerships with current funders and increase their giving by 61%. (FY24)
- Acquire three new \$5000 corporate funders. (FY24), re-evaluate annually to set goals.
- Foster gifts from employees of companies with employer matching programs.
- Expand focus on soliciting donations from areas outside of Anchorage, specifically Fairbanks and Mat-Su. (FY24)
- Add all ARA vendors to donor database and solicit donations.
- When possible, patronize businesses that support ARA.
- Identify and pursue “passive” income opportunities and third-party fundraisers.

#### **Goal 4: Planned Giving Program**

FY 2024: \$0

FY 2025: \$10,000

FY 2026: \$25,000

FY 2027: \$35,000

##### **Strategy and Tactics to achieve Goal 4:**

- Research successful planned giving programs. (FY 25)
- Partner with legal/financial/will planner(s) to discover best practices and legal requirements regarding planned giving program, gift of stock, etc. (FY 25)
- Design and implement planned giving program. (FY 25)
- Track both commitments for planned giving and actual gifts received. (FY25)
- Encourage board members and senior management team to participate in planned giving program. (on-going)
- Research and find funding for planned giving software. (FY26)
- Implement planned giving software. (FY27)



## Roles & Responsibilities

### Executive Director

- The Executive Director works in partnership with the Board, Fund Development Committee and Development and Communications Director to oversee planning and implementation of all development functions including Fund Development Plan.
- The Executive Director is expected to devote the necessary focus to engaging and interacting with donors and potential donors.

### Development and Communications Director

- Will focus on ways of incorporating a culture of philanthropy for ARA.
- Directs the cultivation, solicitation, recognition, and stewardship of all donors.
- Implements all aspects of Fund Development Plan.
- Responsible for updating Fund Development Plan and tracking results.
- Directs staff as necessary to support Fund Development Plan.

### Staff

- Under the direction of the Development and Communications Director, staff are responsible for tracking donor data, generating acknowledgements and other logistical needs.
- All staff will support the Fund Development Plan by continually identifying ways to incorporate philanthropy and recognition of it into their programs and report client stories for use in development and communications materials.

### Board

- Board members are key participants in the cultivation, solicitation, recognition, and stewardship of donors.
- Each Board member is expected to make a meaningful annual unrestricted gift.
- All Board members are responsible for identifying new ways of incorporating a culture of philanthropy into every element of Board service.

## Donor Recognition

- Donors can choose an anonymous listing.
- All donors are to be added to the mailing list unless they opt out.
- After each donation is recorded in the donor management system:
  - An acknowledgment and thank you email will be sent immediately to the donor.
  - A follow up thank you letter will be mailed to the donor within two business days.
  - A personal note of thanks will be included for first-time donors and for donations over \$500.00.
- A tiered recognition system with accompanying marketing benefits will be available for corporate donors.

## Tools

- Evaluate current donor platform (Network for Good), research other options and determine best platform. (FY25)
- Select and implement additional tools or new donor platform. (FY25)
- Integrate with finance systems to develop efficiency.
- Attend training programs including Non-Profit Storytelling Conference. (annually)
- Participate in local chapter of Association of Fundraising Professionals. (on-going)