

II. MAJOR OUTCOME: Seek private funds to supplement grant program

TARGET	Action	Responsibilities	Measures	Vehicle	Timelines
A. RECRUIT NEW COMMITTEE MEMBERS	1. At least 2 new members appointed	Board Chairperson	Individuals identified	Appointment	July 2000
B. DEVELOP NEW WEEB BROCHURE	1. Assist communic. committee	Committee Chairperson	Development committee info included	Email, fax, phone conferences	July-Sept. 2000
C. DEVELOP BROCHURE INSERT	1. Insert created	Committee Chairperson	Insert approved	Email, fax, phone conference	July Sept. 2000
D. UPDATE WEEB DATABASE	1. Files switched to Access	Administrative Liaison	New databases	Consultations with IT staff	July-Aug. 2000

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E. UPDATE WEBSITE	1. Promote giving	Administrative Liaison	Website upgraded	New computer files	Oct 2000
F. SOLICIT FUNDS FROM SPORTSMAN'S GROUPS	1. Draft solicitation letter	Development Committee, Administrative Liaison	Letter approved	Email, phone conferences	July 2000
	2. Prepare mailing	Administrative Specialist and volunteers	Materials to post office	Mailing	August 2000
	3. Process Incoming Checks	Administrative Specialist and Foundation Staff			Ongoing

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4. Send Thank you	Administrative Specialist			On-going
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G. SOLICIT FUNDS FROM ENVIRONMENTAL GROUPS	1. Draft solicitation letter	Development Committee, Administrative Liasion	Letter approved	Email, phone conferences	July 2000
	2. Prepare mailing	Administrative Specialist and volunteers	Materials to post office	Mailing	August 2000
	3. Process Incoming Checks	Administrative Specialist and Foundation Staff			Ongoing

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4. Send Thank you	Administrative Specialist			On-going
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H. SOLICIT FUNDS FROM ENV EDUCATORS	1. Draft solicitation letter	Development Committee, Administrative Liasison	Letter approved	Email, phone conferences	August 2000
	2. Prepare mailing	Administrative Specialist and volunteers	Materials to post office	Mailing	Sept 2000
	3. Process Incoming Checks	Administrative Specialist and Foundation Staff			Ongoing

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4. Send Thank you	Administrative Specialist			On-going
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TARGET	Action	Responsibilities	Measures	Vehicle	Timelines
I. EVALUATE SOLICITATION CAMPAIGNS	1.	Development committee	Document	Report to Board	Jan. 2001
J. IDENTIFY OTHER MECHANISMS	1. Adopt new giving mechanism	Development Committee	Program for donations from wills, accept stocks, or other giving program	Conference Call	Fall committee meeting
K. ESTABLISH CORPORATE GIVING PROGRAM	1. Adopt new giving mechanism	Development Committee	Program for donations from wills, accept stocks, or other giving program	Conference Call	Fall committee meeting