

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

TARGET	Action	Responsibilities	Measures	Vehicle	Timelines
A. IMPLEMENT STRATEGIC PLAN TO REINSTATE \$200,000 GPR FUNDS	1. Identify and recruit additional committee members (see also #2)	Randy Champeau and Rick Wilke	Individuals identified	Appointments	August 2002
	2. Develop a network of previous grant recipients who have the capacity & motivation to work toward reinstatement	Randy Champeau & Rick Wilke	Email network formed	Email, fax, phone conference, personal contact, grant announcement flyer	Sept.-Oct. 2002
	3. Create a press release regarding amount of funds available	Administrative Specialist	Press Release distributed and on website	Press Release	July-Aug. 2002
	4. Publicize legislators "town meeting" schedules	Administrative Specialist	Calendar of "town meetings" dates, times, locations, and legislator	Website	Ongoing

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	5. Meet with legislators & Governor to seek introduction and passage of bills	Rick Wilke & Randy Champeau & WEEB legislative members	Bills Introduced and passed	Assembly and Senate Bills	November 2002
B. IMPLEMENT STRATEGIC PLAN TO PROCURE ALTERNATE STATE FUNDING	1. Identify and recruit committee members	Development Committee Chair	Individuals identified	Appointments	July-August 2002
	2. Select one or two alternatives to attempt to implement	Alternate Funding Committee	Alternative(s) selected	Mail and phone conference	Sept. 2002
	3. Meet with legislators & Governor to seek introduction and passage of bills	Committee & WEEB legislative members	Bills Introduced and passed	Assembly and Senate Bills	November-December 2002

TARGET

Action

Responsibilities

Measures

Vehicle

Timelines

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C. DEVELOP & IMPLEMENT PLAN FOR RECOGNIZING DONORS	Draft Plan	Committee Chair	Draft Plan Reviewed, Modified, and Approved	Word document	Oct. 2002
	Plan Approved by Committee	Development Committee	Plan Adopted by Committee	Motion	August. 2002
	Plan Approved by WEEB	Development Committee	Plan Adopted	Motion	Oct. 4 2002
D.IMPLEMENT STRATEGIC PLAN FOR SOLICITING PRIVATE FUNDS: Network of Supporters	1. Identify Honorary Chair or Co-Chairs	Development Committee	Chairs Identified	Appointment	August 2002
	2. Recruit Members of the network as members of a "sponsoring board"	Development Committee and "Soliciting Private Funds" Committee Chair	Members identified	Appointment	August-Oct 2002

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	3. Convene and charge the network members	"Soliciting Private Funds" committee chair	Meeting held	Meeting	October 2002
D.IMPLEMENT STRATEGIC PLAN FOR SOLICITING PRIVATE FUNDS: Identify Prospects	1. Develop definitive case statement	Sponsoring Board	Written Case Statement	Email	October 2002
	2. Develop data management system	Administrative Specialist	Database	Emails to Committee Chair	September 2002
	3. Establish plan for individual contacts	Sponsoring Board and Development Committee	Written Plan	Email and phone conference	Sept 2002

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	4. Conduct personal visits and follow-up correspondence	Sponsoring Board and Development Committee	Visits made	Personal visits	Sept 2002-ongoing
	5. Recognize contributors	Administrative Specialist, Sponsoring Board & Development Committee	Recognition Given	According to plans as identified in C above	Ongoing
D.IMPLEMENT STRATEGIC PLAN FOR SOLICITING PRIVATE FUNDS: Glean Contact Names	1. Prepare a call and contact mechanism to reach via voice and follow-up email or paper based	Development Committee, Administrative Specialist	Letter approved	Email, phone conferences	Nov 2002
	2 Evaluate and qualify prospects from phone interviews and follow-up	Development Committee and Administrative Specialist	Prospect list narrowed	Phone conference and email	Dec 2002

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3. Further evaluation of giving potential and "hot button" of prospects	Development Committee	Draft materials prepared	Meeting	Jan 2002
4. Develop individualized contact and marketing plan for each potential	Private Donation Committee	Plan written	Email	Jan 2002
5. Prepare mailing	Administrative Specialist and volunteers	Materials to post office	Mailing	Feb 2002
6. Process Incoming Checks	Administrative Specialist and Foundation Staff			Ongoing

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7. Send Thank you	Administrative Specialist			On-going

E. IDENTIFY AND SOLICIT TARGET GROUPS FOR MATCHING THEME GRANT FUNDS

1. Target groups identified	Development Committee and WEEB members	List of Groups and contacts	Submit ideas to Administrative Specialist	Sept 2002
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2. "Solicitation Pitch" Points Identified	Development Committee Chair	List of "talking points" created	Word Document submitted to Administrative Specialist	Oct 2002
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3. Solicitation Dates Identified	Development Committee	List of company, contact name, date, time and place of meeting	Submit to Administrative Specialist	Ongoing
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<p>F. UPDATE WEBSITE TO ADD HIGHLY VISIBLE DONATION COMPONENT</p>	<ol style="list-style-type: none"> Promote giving 	<p>Administrative Specialist</p>	<p>Website upgraded</p>	<p>New computer files</p>	<p>Sept 2002</p>
<p>G. DEVELOP ELECTRONIC CONTRIBUTION MECHANISM ON WEBSITE</p>	<ol style="list-style-type: none"> Inquire about possibility Create databases Tie to website 	<p>Administrative Specialist</p>	<p>Electronic mechanism useable</p>	<p>Call to Foundation Office Information Technology</p>	<p>Ongoing</p>