

Resource Development Committee Overview Calendar - Localized Events

Statewide Development

TBD Local Event

Richmond Local Event

NOVA Local Event



Yearly Overview FY 24
October 2023 - September 2024

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| October <ul style="list-style-type: none"> 504 Push in Newsletter Communication Follow-Up on Anniversary of 504 - Social Media and Board Promotion of 504 Club ED -> TY calls to 15 major donors from last FY Create and order 504 club insert for EOY mailer campaign (budget approval) Recruit Committee for Richmond Local Event | November <ul style="list-style-type: none"> Newsletter communication priming EOY Campaign Prepare address data for EOY mailer campaign Order & distribute swag for registered 504 Members Check in letter to PAIMI Council & Board (% giving) Develop EOY Campaign Materials Big overview decided for RVA Local Event (format, venue, date) | December <ul style="list-style-type: none"> Top of Newsletter Push for EOY Campaign - Tie to GA Separate email blast ask in late Dec - Final EOY Push Mailers for EOY campaign go out by end of WK 2 - include 504 insert Impact Award Nominations open, close Dec 31 Board members invite contacts to Impact Awards or GA kick-off Develop RVA invite list Send RVA save the date |
| January <ul style="list-style-type: none"> Push SM Birthday Fundraisers in newsletter and socials - tie to "resolution to do good" RDC members to provide event support for Impact Awards (Speaking roles, invite friends, evaluate noms) EOY Campaign TY Video from dLcV - to donors IRS Letters by end of month Finalize RVA event details (food, etc) Create event page for HR event and publicize online | February <ul style="list-style-type: none"> Tie legislative advocacy to newsletter & SM ask - "Changing laws changes lives" Coordinate media appearance on CBS 6 featuring Board or Committee Member Pull RVA contacts & distribute to committee for invitation cold calls All hands on deck - event support for RVA event Recruit Committee for Nova Local Event | March <ul style="list-style-type: none"> RDC event support volunteer days - 1 virtual, 1 in person. All RDC recruit 1 friend to help Prep for board fundraising training TY message for RVA event attendees Big event decisions (format, venue, date) Develop NOVA invite list Send NOVA save the date |
| April <ul style="list-style-type: none"> Prep board fundraising training materials Checkpoint: additional 504 materials to those enrolled Finalize NOVA event details (food, etc) Create event page for NOVA event and publicize online Pull NOVA contacts & distribute to committee for invitation cold calls Pack materials for NOVA event | May <ul style="list-style-type: none"> Host board fundraising training Finalize Summit Theme & Sponsorship Tiers Prep for June Donor & Volunteer Appreciation event All hands on deck - event support for NOVA event TY message for NOVA event attendees Recruit Committee for ??? Local Event | June <ul style="list-style-type: none"> Donation ask tied to a specific humanizing client story: SM & newsletter Summit Sponsor asks round 1 Small donor & volunteer appreciation event: hybrid Preparation for day of Giving & Disability Pride Month Prep address data for Day of giving mailers, include 504 inserts Big overview decided for ??? Local Event (format, venue, date) |
| July <ul style="list-style-type: none"> Disability Pride Month: Staff, Board & Client features, Historical & Legislative features Day of Giving save the date in Newsletter & Social July 1 Day of G mailers go out wk 1 Summit Sponsor Asks Round 2 Day of Giving - All day online push on 3rd Thursday TY message for donors next day Develop ??? invite list Send ??? save the date Create event page for ??? event and publicize online | August <ul style="list-style-type: none"> Summit Sponsor asks Round 3 Push Summit Registration on all channels RDC Recruitment for FY25 Begin analysis of RDC Calendar for FY 25 Sponsor data brainstorming session Finalize ??? event details (food, etc) Pull ??? contacts & distribute to committee for invitation cold calls Pack materials for ??? event | September <ul style="list-style-type: none"> All RDC & board formally invite at least 2 friends to Summit; ask to donate any amount 504 Launch & Campaign Push on all channels Finalize FY25 RDC Calendar and check for balance against objectives Continue promotion of Summit & provide sponsor benefits All hands on deck - event support for ??? event TY message for ??? event attendees |

dLCV's Development Calendar, Localized Events - Board Support

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NOVA Local Event



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| October <ul style="list-style-type: none"> Forward 504 Newsletter Communication to 10 friends Share one of dLCV's 504 posts on social media Join Committee for RVA Local Event if in area | November <ul style="list-style-type: none"> % Giving check in - what % of dLCV board have given so far this calendar year? Nominate one person for the Impact Awards by 12/31 Volunteer opportunity: fill out generic TY cards for 504 members Big overview decided for RVA Local Event (format, venue, date) | December <ul style="list-style-type: none"> Forward EOY Newsletter communication to 10 different friends Share one of dLCV's EOY Campaign posts on social media Develop RVA invite list Send RVA save the date |
| January <ul style="list-style-type: none"> RDC members to provide event support for Impact Awards (Speaking roles, invite friends, evaluate noms) Invite contacts to Impact Awards or GA kick-off (prospective donors or sponsoring organizations) Finalize RVA event details (food, etc) Staff will create event page for RVA event and publicize online | February <ul style="list-style-type: none"> Share one of dLCV's Gala posts on social media Opportunity: one board member to appear on CBS 6 with a staff as Gala promotion Pull RVA contacts & distribute to committee for invitation cold calls All hands on deck - event support for RVA event Join Committee for NOVA Local Event if in area | March <ul style="list-style-type: none"> Event support volunteer days - 1 virtual, 1 in person. All RDC to recruit 1 friend to help Answer survey on fundraising training TY message for RVA event attendees Big event decisions (format, venue, date) Develop NOVA invite list Send NOVA save the date |
| April <ul style="list-style-type: none"> Finalize NOVA event details (food, etc) Staff will create event page for NOVA event and publicize online Pull NOVA contacts & distribute to committee for invitation cold calls Pack materials for NOVA event | May <ul style="list-style-type: none"> Attend board fundraising training All hands on deck - event support for NOVA event TY message for NOVA event attendees Join Committee for ??? Local Event if in area | June <ul style="list-style-type: none"> Share dLCV social post highlighting humanizing success story Reach out to 1 sponsoring org for the Summit (No leads? Ask Alden for assignment) Attend small donor & volunteer appreciation event: hybrid Big overview decided for ??? Local Event (format, venue, date) |
| July <ul style="list-style-type: none"> Forward Day of Giving save the date in Newsletter to 10 friends Reach out to 1 sponsoring org for the Summit (No leads? Ask Alden for assignment) Share 1 Social post during the day of giving Volunteer opportunity: Day of G mailers Opportunity: Contribute "why pride" Wednesday story for Disability Pride Month Feature Develop ??? invite list Send ??? save the date Create event page for ??? event and publicize online | August <ul style="list-style-type: none"> Reach out to 1 sponsoring org for the Summit (No leads? Ask Alden for assignment) RDC & Board to formally invite attendees to Summit (must have public facing materials). Can do via email, text, phone, or snail mail. Finalize ??? event details (food, etc) Pull ??? contacts & distribute to committee for invitation cold calls (Event to occur in October) | September <ul style="list-style-type: none"> Use a personal conversation to invite 1 friend to check out the 504 Club Send feedback to Alden regarding this year's development initiatives by 9/15 Continue with Summit Invitations All hands on deck - event support for ??? event TY message for ??? event attendees |