A. Major Gifts
B. Corporate/Foundation
C. Annual Fund
D. Grassroots Initiatives
A. Major Gifts

Management Structure:
- President: Michael Capponi
- BOT: Felicia Marquez, VP of Trustees
- Strategic Partnerships and Development: Phil Caputo
- Haiti Programs Executive Director: Charles Forbin
- BStrong: Bethenny Frankel
- Haiti Children: Susie Krabacher and Carolina Silva
- Database Team: Mila Dago and Rene Dago III

Giving Range: $1,000 - $300,000 annually

Historical Data:
- FY19 Individual Revenue: $1,676,081
- FY19 Number of Donors: 133

Interests: Mission, Interaction

Focus Areas: Legacy Gifts and Personal Relationship Building

Strategy Overview:
- Schedule meetings with prospects and renewals during quarter one to secure support for season opener program and galas
- Look at the lapsed donors to re-engage
- Look at the annual fund donors to serve as a pipeline for increased support
- Cultivating new prospects from our network of existing top donors
- Focus on investing staff time for cultivation and pipeline building
- Form an interdepartmental prospect committee that will meet regularly to identify prospective donors (and trustees) and assist with the moves management process
  - Identify prospects based on connection, capacity and interest
  - Identify authentic opportunities to engage a more diverse donor base
  - Look at supporters at like-minded organizations
- Stewardship:
  - Digital recap reports on funding
  - Thank you communication after events including photos
  - Provide access to quarterly events around programs
B. Corporate and Foundation

Management Structure:
- President: Michael Capponi
- BOT: Felicia Marquez, VP of Trustees
- Strategic Partnerships and Development: Phil Caputo
- Haiti Programs Executive Director: Charles Forbin
- BStrong: Bethenny Frankel
- Haiti Children: Susie Krabacher and Carolina Silva
- Database Team: Mila Dago and Rene Dago III

Historical Data:
- FY19 Number of Foundation/Corporation donations: 33
- FY19 Revenue Non-Cash: $32,986,301
- FY19 Number of Donors Non-Cash: 122

Interests: Mission, Interaction

Focus Areas: Traditional grant applications/LOIs and Integrated Corporate Partnership Proposals

Strategy:
- Monthly meetings with Strategic Partnerships and Development to keep apprised of upcoming programs and ensure alignment of partnership initiatives
- Identify and cultivate individual donors who have access to foundation funding (corporate or institutional)
- Form an interdepartmental prospect committee that will meet regularly to identify prospective donors (and trustees) and assist with the moves management process
- Seek opportunities that are program specific based on foundation interests
- Stewardship:
  - Create partner book with recap of program(s) funded (print or digital)
  - Analyze foundation portfolio and create a strategy for multiple touch points throughout the season

C. Annual Fund
Management Structure:
- President: Michael Capponi
- BOT: Felicia Marquez, VP of Trustees
- Strategic Partnerships and Development: Phil Caputo
- BStrong: Bethenny Frankel
- Haiti Children: Carolina Silva
- Branding Team: Zoe Robins and Nadia Gkartzonika
- Database Team: Mila Dago and Rene Dago III

Giving Range: $1-$999 annually

Historical Data:
- FY19 Individual Revenue: $849,619
- FY19 Number of Donors: 14,804

Interests: Mission, Interaction

Focus Areas: Appeals and general/unsolicited donations

Strategy:
- Social media campaign and engagement strategy (stories, posts, call-to-actions)
- Prep for the appeal by sending a non-solicitation communication prior to the printed piece. It takes seven impressions to build a relationship with a potential donor.
- Use appeals to amplify the mission and increase the volume of donors to respond, along with an increased gift amounts
- Communication:
  - Social Media Outreach
  - Quarterly Newsletter
  - Quarterly Appeal

D. Grassroots Initiatives
Management Structure:
- President: Michael Capponi
- BOT: Felicia Marquez, VP of Trustees
- Strategic Partnerships and Development: Phil Caputo
- BStrong: Bethenny Frankel
- Haiti Children: Carolina Silva

Historical Data: New Initiative

Interests: Mission, Interaction

Focus Areas: Voluntourism retreats, community events, and “friend-raisers”

Strategy:
- Launch voluntourism retreats with empowering programming and master class facilitators
- Create national community events that raise awareness
- Engage in “friend-raiser” giving platforms and national campaigns
- Communication:
  - Social Media Outreach
  - Quarterly Newsletter