



Business Development Plan 2021

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I. Overview

This past year, people have faced circumstances that they've never faced before. The COVID-19 pandemic has caused us all to make sudden and drastic changes to the way we live and work. Even our foundation, unfortunately, has not been spared. But even in this uncertain time, we must find ways to evolve and continue the mission.

Not having an Annual Gala, nor revenues from the Dollar Per Ticket program really comes to prove why it's crucial to diversify our donor pool and revenue streams. While it's great that the foundation has been able to grow so much based almost solely on these two financial pillars, we know it is not sustainable.

Below you will find a series of initiatives which will be the focal points for donor acquisition, retention and ultimately, fundraising for this year.

II. Marketing & Communications

As Maestro Cares Foundation (MCF) continues to grow, more emphasis has to be placed on brand awareness initiatives. In order to be successful at doing so, we must have a lineal and consistent brand all throughout the various spectrums of the marketing landscape - i.e. online presence, printed materials, social media, etcetera.

There are many things we can do to elevate and bring awareness to our brand. A balanced mixture of marketing, events and activities, public relations and engagement with our donors can really take the foundation to new grounds. As stated in the Marketing & Communications Strategy Plan for 2021, we will be focusing on:

- Target audience data & analysis of our donor pool and potential donors to create group specific marketing & fundraising content.
- While the design of the website was recently updated, we will continue working on it to make it more user friendly.
- Marketing branding and communications guidelines will be updated and widely distributed to staff and internal team to maintain consistency across all channels.
- MCF team will make a priority in forming strategic partnerships with influencers for further exposure with untapped audiences. Like this, we can reach more prospective donors in a more organic manner.
- Social media content will be primarily focused on our children's stories, MCF's work, education, health, and CTA's for Leave Your Legacy recurring gift program.
- Local community outreach will have a pivotal role on brand exposure, thus leading to more meaningful corporate support in the USA.

These marketing and communications initiatives are based on research done on MCF's donor pool and supporters, as well as nonprofit fundraising statistics in the United States and donors demographics analysis. *See Supporting Document 1 for more information.*

III. Online Fundraising

In the midst of a global pandemic we have come to realize how important it is to have a strong online presence. It's been stated before but, now more than ever people in all social classes are more prone to donating and supporting a cause. At the same time, we've seen an increase in foundations worldwide which makes it difficult to stay in peoples' minds - donors

expectations and attention span has shifted and we should strategize on our online fundraising initiatives with this in mind.

In order to really maximize profits online, we will work on maintaining a clear marketing and communications plan, providing our followers with the content and stories that motivates them to engage on various levels.

One key element in further enhancing our online fundraising efforts is the Leave Your Legacy recurring gift program. Data shows that 45% of all worldwide donors are enrolled in a monthly giving program. While we have done significant progress in this aspect, we will continue to improve our ways and promotions to further grow this program.

Ad buys on social media and google is another factor crucial to exposing our foundation's work to prospective donors and supporters. With the installation of pixels, we're able to monitor user data and tailor to their interests.

MCF's online shop will also be part of our online fundraising initiatives focus. With great marketing and meaningful items, we hope to finally elevate the online shop to where it needs to be.

Grants applications and campaigns will equally be of great importance this year to growing our online fundraising.

IV. Strategic Partnerships

This year great priority will be given to strategic partnerships. These will range from strategic partnerships for projects and programs development, fundraising and further growth of the scholarship program.

- A. Strategic partnerships for projects and programs development will be of great importance in order to grow our impact in disadvantaged communities, but also expand our network of supporters. Further work will also need to be done in order to enhance relationships with current projects.
- B. Strategic partnerships for fundraising looks like MCF partnering with another nonprofit for an online fundraising campaign, it looks like MCF partnering with a product in benefits of our foundation, it looks like partnering with companies and corporations to further expand our fundraising initiatives - i.e. campaigns with matching donations, CTA's for support on behalf of MCF, etcetera.
- C. Strategic partnerships to continue growing our scholarship program is a great way to get other nonprofits and companies involved with our mission. Education remains the number one reason for donors to support a foundation. We have initiated discussion with possible partners and we'll continue working on these to build a strong and meaningful scholarship program.

In addition to these strategic partnerships, we will also continue cultivating and growing current donors relationships. By further engaging with our current donors on a personal level and showing our appreciation, we further expose our brand and grow recurring gifts.

IV. Board of Directors

MCF's Board of Directors is key in order to advance the above mentioned initiatives. All members need to be held accountable for their commitment (not just during Gala season) and work needs to be put forward in order to expand the Board.

Year round, Board members, Advisory Board members and members of our Advisory Network need to be MCF's main volunteers and source of new important connections.

One way to start having a more active role is with establishing clear and specific expectations from members so that they can take initiative in further strengthening our mission. At the end of each year, if these expectations and requirements aren't met, membership should be put into vote for the following term.

Another way of engaging our Board members, is by organizing a workshop which should include a visit to our projects, ideally once a year a different project. This way they can connect to the mission on a more personal level and also provide insight on how we can further improve current projects and thus help us achieve our overall goals.

More importantly for fundraising and development initiatives, Board and Advisory members should at least once a month connect MCF staff with high-level potential donors. Whether or not we're successful in securing a gift will be one thing. But Board members are, or should be, in a position to open doors like no other member of staff will do so. Thus why, when going about on their primary job businesses, they should always think of ways of connecting MCF to potential donors. MCF's staff should always be present when meeting high-level donors in order to maximize and efficiently cultivate relationships that should eventually go beyond the connection the Board or Advisory members initially make.

A great example to be an active Board or Advisory member, other than making important connections, is to host small and intimate events where they gather a strategic group of donors to raise funds and awareness for the foundations. Whether for a specific project, campaign or general fundraising, hosting an event is always a good way for them to meet their responsibilities as Board or Advisory members.

V. Events & Activities

Given the global pandemic and cancellation of our Annual Gala in 2020, it is a great year to try different events and activities to further mark MCF's place as a leading foundation. Below some ideas which will be put forward in 2021, if the global environment allows it:

- A. Annual Gala, to raise crucial funds for the foundation's development and initiatives this year.
- B. Houston & Miami small fundraising cocktail events, to raise crucial funds for the foundation's development and initiatives this year and expand MCF's donor pool.
- C. Golf event in Florida, to raise crucial funds and acquire new corporate sponsors.
- D. Engaging in local activities, to raise brand awareness and help us strengthen the foundations' ties with the community, thus lead to the acquisition of new supporters and donors.

Through the joint efforts previously mentioned, the foundation will be able to diversify its revenues but just as important diversify new donors and supporters.

V. Conclusions & Expectations

- More emphasis has to be placed on brand awareness initiatives. In order to be successful at doing so, we must have a lineal and consistent brand all throughout the various spectrums of the marketing landscape - i.e. online presence, printed materials, social media, etcetera. The marketing and communications initiatives proposed will be based on research done on MCF’s donor pool and supporters, as well as nonprofit fundraising statistics in the United States and donors demographics analysis in order to tailor to audiences’ interests.
- In order to really maximize profits online, we will work further on our Leave Your Legacy recurring gift program, ad buys on social media and google, online shop, grants and campaigns. These will be crucial for exposing the foundation’s work and increase fundraising.
- Strategic partnerships will be a priority for the Development team this year.
- Board of Directors support is pivotal for the foundation’s continual growth and advancement of initiatives proposed.
- If the global environment allows it, a variety of events and activities should be executed in order to diversify revenue streams and donor pool.
- Grants intern needed to provide support in the process of grant applications.

2021 Business Development Projections

Source of Revenue	Projection for 2021	Notes
Gala 2021	\$1.2 million	
Corporate Gifts	\$50,000	
Board of Directors	\$205,000	Board (\$175,000 - \$25,000 each), Advisory Board (\$5,000) and Advisory Network (\$25,000 - \$5,000 each)
Events & Community Building Activities	\$300,000.00	Hosting Golf Tournament and two cocktail parties as detailed in section V.
Online Fundraising & Campaigns	\$50,000	AmazonSmile, Leave Your Legacy recurring gift program, Virtual event, and fundraising campaigns like End of Year Giving, etc.
Online Store	\$2,500.00	
Grants	\$50,000	Dependent on grant intern to increase revenue.