



**Business Development Plan
2020**

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I. Fundraising tactics

The following are ways and areas in which fundraising will be strategized and focused on in order to maximize efforts in diversifying our revenue.

- a. Grants - Applying to grants would serve as a financial assistance designed to help a the foundation grow, increase in projects and expand outreach.
- b. Major gifts program - formalizing a major gifts program through analyzing current donors and Gala guests for engagement and courtship, e.g.
- c. Events fundraising - our annual Gala is a great way of fundraising, exposing each year's amazing work, bringing leaders into the same room and expanding database. However, three to four smaller scale events should be organized in order to cultivate certain individuals towards major gifts.
- d. Online Giving - through the implementation of additional sources or options for donations online, we can further expand our recurring donor program, through the growth of programs such as the Leave Your Legacy initiative.
- e. Campaigns - this upcoming year we aim at organizing and implementing three to four campaigns in the course of the year.
- f. Concerts and VIP Packages - Better market concert opportunities for VIP packages in order to attract more individuals which can be in return courted into the major gist program or recurring donor program.
- g. Volunteer Program - through the volunteer program we intend to offer service trips for people looking to share their set of skills, time and dedication while at the same time providing our projects with skills that they don't necessarily count on year round.

II. Community Building Partnerships

Through analyze and research, it has come to our attention that in order to increase local funding, we need to further engage with local partners. It is a goal for 2020 to expand on partners outside the music industry, and focus on US based projects.

Much is to be learned from what other foundations are innovating that we could use towards the betterment and growth of our own. The way we intend to do this is through our Ambassador Program, Volunteer Program, Junior Executive Board, and diversifying our marketing strategies.

III. Marketing

Goal in this department is to learn what donors are prepared to hear and strategizing a cleverly way to present exactly that in order to stand out from the crowd - personalization. Marketing and communications is something which we intend to invest more time and efforts in order to really raise brand awareness, properly promote the joy, the warm glow, the exhilaration, the sense of achievement and fulfillment, even the meaning of life for/from the children we serve.

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The foundation is doing such beautiful work and we should look into ways to tell these amazing stories and sharing these feelings in a way that captivate our audience so that they may become personally invested in supporting our cause.

We will look into updated and modernizing our promotional material, i.e. annual reports, project decks, brochures, promotional folders and sponsorship decks, events recap books, etcetera.

Moreover, this is a joint effort with maintaining a same story line and tone throughout our new website & social media platforms, taking advantage of the different tools available to us to further increase our reach.

IV. Board of Directors

The Board of Directors is key for advancement and should be held accountable not just during Gala season. Their integration is important to develop such initiatives mentioned before. All year round they should be the main volunteers and source of new connections as they are in a position to open doors. Maestro Cares Foundation should also be looking into further expanding the Board - new and well connected people who can bring a different view to the table.

The Board should be the main source/connector for individual solicitations, major gifts program prospects, and companies/foundation for possible sponsor/partnerships. Constant communication should be kept with MCF fundraiser to set up meetings and follow up with potential contacts to cultivate those relationships.

Through the implementation of the Junior Executive Board would directly contribute to increasing revenue and brand awareness. A group of mid-career professionals committed to promoting MCF work, hosting fundraising/networking events that are demographically oriented, supporting Board of Directors on their initiative, volunteering, and being groomed for long term role as a Board of Directors members in the future.

V. Conclusion & Projections

- Foundation's main need: building more meaningful relationships with their donors - offering them more tangible benefits and practical engagement, staffing, to diversify revenue streams, expand brand awareness, cultivate current and new opportunities with the aim being to further grow those relationships and expand commitment.
- Board involvement should increase exponentially, all year-round. Cultivation needs to be discussed regularly at board meetings to encourage each board member to become part of the cultivation process. Always be in the look out for new potential donors to connect with MCF fundraiser.
- More events and networking activities - community building, at least three times a year in order to raise brand awareness and equally funds.
- Marketing raised to the next level through different initiatives and technologies. Recognizing donors, volunteers, staff, and the children's' stories is crucial.
- Built upon more imaginative, more creative and better use of data.

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Source of Revenue	Projection for 2020	Projection with further development	Notes
Gala 2020	\$1,785,000	-	
Grants & Major Gift Program	\$150,000.00	\$195,000.00	(30% increase)
Online Giving & Campaigns	\$40,000.00	\$52,000.00	(30% increase)
Other Events & Community Building Activities	\$100,000	\$130,000.00	Hosting at least 3-4 of the proposed initiatives. (30% increase)
Volunteer Program	\$20,000	(10% increase)	Including volunteer annual membership
Board of Directors	\$300,000	-	Including Junior Executive Board efforts.