



Global Empowerment Mission | 2020 Development Strategy
(Internal information for Haiti Children)

- 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