

Our Little Roses FMS, Inc. 2020 Strategic Fundraising Plan

Secure **\$ 1,283,821.00** in gifts, grants, and other sources to meet the OLRM program funding needs along with OLRFMS annual operations costs.

- \$914,476.00 to support the program needs of OLRM
- \$369,345 to fund the annual operations of OLRFMS

Program Needs include but are not limited to:

- Feed, clothe, educate, and supply medical, dental, and psychological care for the 65+ girls in the care of Our Little Roses Ministries (OLRM) in San Pedro Sula, Honduras
- Supply the best possible education through college for the 65+ girls in the care of OLRM
- Support the Sagrada Medical Clinic
- Upgrade the facility with maintenance of existing buildings and addition of a 2nd floor
- Upgrade the water supply system to ensure potable water for the OLRM home and Holy Family Bilingual School

I. 2020 KEY GOAL -

- A. Increase Basic Sponsorship support to \$296,049.00 (50 Basic Sponsors); education sponsors to \$65,020.00; and university to \$9,600 (\$312,169.00)
- B. Increase general fund support to \$561,250.00
- C. Increase Grant Applications to \$155,000
- D. Special Events -- \$73,122
- E. Other Income \$1,050.00
- G. Major Gifts -- \$181,230.00

II. STRATEGIES

- A. Increase Basic Sponsorship support to \$296,049.00 (50 Basic Sponsors)
Educational Sponsors Increase from \$56,620.00 to \$65,020.00
University Sponsors from 0 to 4 (+\$9,600)**

- 1. Face-to-face or Virtual Sponsor Meeting: Goal: 4 meetings in 2020**

Phase One – Meet with existing sponsors:

Sponsorship and Development Coordinator to conduct regional meetings with sponsors with the support of ED, Communications and Development Coordinator and key sponsors in community.

- a. Begin regionally, in Broward & Miami with existing sponsors
 - take photos/videos of sponsors
 - Record videos of those that want to participate in 33 in 33 digital campaign
 - Open forum for sponsors to come and discuss the sponsorship program
 - How can WE make it better for YOU?
 - What information do they want to know?
 - Has the information they received been helpful?
 - Review Sponsorship Packet
 - Plan next meeting and ask them to bring a friend or have a meeting at their home with multiple friends (***work with Diana to see if we can zoom in her team from Honduras to give updates***)
 - Introduce new sponsorship levels:
 - Premium Sponsor (?) = Education and Basic (1,560.00 per year)
 - Education (840.00 per year)
 - University (2,400.00 per year)
 - Universal – not assigned a particular girl (consider raising to 100.00 per month)

Phase Two: Goal 1 meeting per BOD and Ambassador Council member

Work with Ambassador Council and Board Members to have meetings in their areas

Phase Three: Meetings where sponsors invite a friend

2. Marketing

a. Digital

- Interactive videos for website and to be emailed to sponsors
- Not sure how to send a gift?
- What to write in your letters
- Maybe have Katty or Mayra do a video on the girls that can be presented at the above gatherings
- Regular sponsor highlight emails/social media

b. Print

- Develop a new brochure on sponsorships that shows all the levels and highlights
the website password protected section

3. Anniversary Recognition Program – 1 year, 5-year, 10 year, 20 year, 30 year

- a. Make a video of the girl saying thank you
- b. Have Diana write a thank you letter

4. Sponsor Birthday Recognition

- a. On-going update to Trailblazer records that include birthdays

- b. If this can be done in Honduras – then Mayra will let us know when she needs the Names (maybe 2 months’ prior?)
- c. **DIGITAL would be best** – perhaps have Mayra shoot a video of each girl wishing happy birthday generically – then we can send that as a digital happy birthday to her sponsors.

5. New Sponsor Packet

- a. Design a Small informational booklet rather than separate papers
- b. Upload to the sponsorship/family page as downloadable link

6. Friendly Reminders for late sponsor donations

- a. Ensure all sponsorships are flagged in Trailblazer as a pledge
- b. Run a report on pledges that have not been paid monthly and send reminders

7. Mission Team Follow-Up

- a. Work with Mayra to ensure we have all the team rosters
- b. Pre-mission phone conversation with team leader and email with the Mission Team Evaluation
- c. Post-mission phone conversation with team leader
- d. Possible Zoom with either Mayra, Wendy or Isabella discussing sponsorships with the team after they return home – maybe at their first post-mission team meeting.

8. Young Professionals Group

- a. Work with Ambassador Council Committee (Fritz Dawson is chairing) to develop this group first as a charter and then throughout the U.S.
- b. Make a goal of each chapter sponsoring x number of girls or raising x number of funds for education etc.

- 9. Work with Larry Mazuchoski (Ambassador Council member) to utilize this sponsorship program for churches and invite other churches to join in.

B. Increase general fund support to \$561,250.00

1. Develop a named annual fund program and acquire a \$25,000 match

- Secure match by June 30th, 2020

2. Market our Friends of Our Little Roses leadership giving society

- a. Identify the top 50 leadership annual giving prospects \$5,000 / \$10,000/15,000/25,000
- b. Work with Fundraising committee (maybe Ambassador Council) to come up incentives for jumping to the next level
 - Special Holy Week trip
 - Schedule 2 dates for these trips by June 30th
 - Special “thank you” video from the girls
 - Handwritten letter from Diana
- c. Assign a Liaison and develop a dream giving plan

3. Develop themed online campaigns

- a. Mother's Day Match
- b. Make Christmas Special -- Gifts for Girls
- c. Education
- d. #GivingTuesday NOW Campaign
- e. #GivingTuesday
- f. Christmas in July (for gifts for girls based on Diana's budget)

4. Targeted direct mail fund appeals

- a. Lent - Easter Appeal -- March
- b. Mother's Day Match -- May
- c. June Extended Mother's Day match
- d. Planned Giving targeted mailing
- e. August Newsletter - Nuestras Pequeñas Rosas
- f. Annual Fund (Member cards & Extension) NEEDS A MATCH!! 25,000
- g. Annual Fund follow-up
- h. October Gen Pen Notecard to lapsed donors
- i. October Gen Pen Notecard to mid & high donors
- j. November Christmas Labels (gang)
- k. December Year end

5. Develop and implement a Speakers Program

- a. Identify capable, knowledgeable, and inspiring speakers (train Ambassadors for 2021)
- b. Prepare basic talking points and materials for speakers
- c. Contact churches and organizations to schedule 10 visits

6. Ambassador Council Formation

- First meeting via Zoom June, 2020
- First in person meeting Oct. 29, 2020 (Miami)

C. Grants -- \$155,000

- 1. Identify and apply for grants from churches and church-affiliated groups -- \$75,000
- 2. Identify and apply for grants from other nonprofit organizations -- \$30,000
- 3. Identify and apply for grants from corporations/foundations -- \$50,000

D. Special Events -- \$73,122

- 1. Collaborate with regional groups to host special events for unrestricted or designated budget relief program support utilizing both the BOD and Ambassador Council.
 - a. Miami, FL
 - b. Charlotte, NC
 - c. Newport Beach, CA -- Run for the Roses
 - e. Richmond, VA

- f. Alexandria, VA
- g. Nashville, TN
- h. Palm Beach, FL
- i. Naples/Ana Maria Island area
- j. New Orleans
- k. Chicago

F. Other Income \$1,050.00

1. Continue to develop the Online marketplace – be up and running by 9/3/2020
 - Notecards
 - Christmas Cards
 - Items from the woodshop
 - Other items purchased in Honduras

G. Major Gifts -- \$181,230.000

1. Work with Board members to have the Liaison Program really take hold to help identify top 50 major gift prospects (\$25,000 or more)
2. Develop targeted budget-relief projects, proposals and solicitations for the top 10 prospects
3. Institute a planned giving program
 - a. Develop planned giving materials
 - b. Send out a targeting mailing – donors with us 20+ years to start
 - c. Create a planned giving advisory committee to advise on planned gift

