

Our Little Roses FMS, Inc. 2021 Strategic Fundraising Plan

Secure **\$ 1,375,000** in gifts, grants, and other sources to meet the OLRM program funding needs along with OLRFMS annual operations costs.

- \$991,515.00 to support the program needs of OLRM
- \$383,490 to fund the annual operations of OLRFMS

I. 2021 KEY GOAL –

5 Year Goal: Increase sponsors so that all of the costs for the Honduran basic budget is covered by this program.

Based on having 65 girls in the home this means we would need enough sponsors to cover around \$14,500 per girl. This number can then be worked out so that we have an estimate on exactly how many basic sponsors (\$720.00 per year), how many educational sponsors (\$840.00 per year), and University Sponsors (\$2,400 per year).

The number can be further analyzed by deducting the cost for education to accommodate the funds we have in the investment account to cover specific girl’s educational costs. Many of the grants that come in are also focused on tuition and so we would also consider that.

2021: Below is the 2021 breakdown in the budget on what we are looking at for specific fundraising “buckets”. If we could get to a point where our sponsors (or sustaining donors) cover the Honduran budget, then the general funds could cover the cost of the Miami office.

This would also open the opportunity for specific campaigns for additional goals that Diana has for Our Little Roses ministries.

I will be working closely with the Development Committee to review this strategy and refine key points as well as getting increased input and support form this committee.

INCOME

Scholarships/Tuition	\$57,750
Sponsorships	\$294,000
General Fund	\$551,250
Grants	\$105,000
Fundraising Events	\$30,000
Estate Gifts	\$20,000
Other Income	\$1,000
Restricted/Designated Income	\$41,000

II. STRATEGIES

A. Increase Sponsorship support

1. Face-to-face or Virtual Sponsor Meeting: Goal: 8 meetings in 2021

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

-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
 - Include a QR code that opens a Youtube channel with information on sponsorship program.
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 to assist in their goal of recruiting new sponsors.
 9. **Work with Larry Mazuchoski** (Ambassador Council member) to
 - a. Utilize this sponsorship program for churches and invite other churches to join in.
 - b. Complete the toolbox so that once we are opened up again after Covid the AC can begin having regional presentations

B. Increase general fund support

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 the Development 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**
 - a. Continue to work with the Development Committee and Governance Committee to recruit, train, and retain members
 - b. First in person meeting Oct. , 2021 (Miami)

C. Grants

1. Identify and apply for grants from churches and church-affiliated groups

2. Identify and apply for grants from other nonprofit organizations
 - a. Possible for a solar project if Diana can get the information
3. Identify and apply for grants from corporations/foundations
 - a. This is also a good place to have a targeted proposal for a specific idea such as solar power

D. Special Events

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
2. Support the AC with the Let's Get Moving event – this may be what can be done for above regions.

F. Other Income

1. Continue to develop the Online marketplace
 - Notecards
 - Christmas Cards
 - Items from the woodshop
 - Other items purchased in Honduras

G. Major Gifts

1. Work with Board members to have the Liaison Program really take hold to help with donor relations for the top 50 major gift prospects (\$25,000 or more)
2. Develop targeted budget-relief projects, proposals, and solicitations for the top 10 prospects
3. Develop and brand our planned giving program
 - a. Promote program through distributing materials.
 - b. Send out a targeting mailing – donors with us 20+ years to start.
 - c. Work with Development committee on having yearly events for those who have committed to a legacy gift to OLR perhaps in conjunction with the Major Gift program (Friends of OLR).

March 2021 Update:

Last week I met with my team to review and brainstorm on these ideas. We are working on a timeline for some very specific campaigns.

This year we brought on a new company, ConnectAd to manager our Google Ad Grant and we are hopeful that this will aid us in broadening our donor acquisition through digital marketing.