STRATEGIC PLAN

This Strategic Plan is meant to advance the work of The Survivor Mitzvah Project (SMP) through its fundraising efforts generally, and with an increased focus on major giving.

INTRODUCTION:

Our work encompasses garnering annual support from individuals, family and private foundations and corporate donors, events, email and direct mail campaigns, and to utilize effective and timely public relations and marketing, prospect development and donor relations to help build our capacity and ensure that we can provide life-saving assistance to every Holocaust survivor identified; and to be able to preserve their story. It is our mission to see that these elderly and forgotten people, who have experienced first-hand the horrors of the Holocaust, will not be alone and neglected in their final years.

As we strive to secure immediate and long-term financial viability, in an ever-changing economic environment, our emphasis is on strengthening those aspects of resource development that will result in the maximum benefit for the organization. Nationwide, there are non-profits that struggle to stay alive. Others, however, are thriving because it is also true that in uncertain times, people are longing to feel they can make a real difference. Now, more than ever, they want to feel a part of a community and an organization where their dollars will have an impact. They want to know that their philanthropic contributions are used effectively to improve the lives of the most impoverished and vulnerable. It means a great deal to our donors, at all giving levels, to understand the direct impact of their gift and to feel the power of what it means to immediately and directly change the life of Holocaust survivors when their financial support translates not only to food, life-saving medicine and heat, but it also means: “I remember you. You are not forgotten.” These are the last survivors and we are the last who can help.
FUNDRAISING STRATEGIES:

The following recommended strategies will help us achieve our fundraising goals and to fully realize SMP’s mission:

GOAL 1: Continue to grow the Donor Base

- Promote through small group gatherings (i.e. “A Star Shines for Survivors”; Post-trip briefings in private homes, etc.). Salon Events raise awareness and bring more donors to the cause. Screen SMP’s film "The Last Survivors - Echoes from the Holocaust", the inspiring and compelling story of the last Holocaust Survivors and the efforts of SMP to bring them lifesaving aid. Ed Asner, Valerie Harper, Elliot Gould and Lainie Kazan give voice to the survivors' stories in moving and powerful performances. Salon events may vary in size and can be hosted by donors at their homes or in public venues.
- Promote through existing print and electronic vehicles.
- Work with corporations to match potential donors.
- Encourage Used Car donations.
- Invite to participate in the Amazon Smile program.
- Provide information and invite to donate via Estate Planning tools.
- Invite to donate Stocks and Securities.

GOAL 2: Develop a Major Gifts program

- Prioritize prospective and current donors with major giving capacity for further relationship-building, resulting in potential major gift.
- Invite to meet one-on-one, and to intimate briefings.
- Develop a targeted, focused and ongoing effort to reach out to foundations, businesses and corporations.
- Develop a one-sheet document outlining naming opportunities that can be used for proposals to prospective donors (individuals, foundations, corporate) and solicitations.
  - Include as an insert in a targeted Eblast
  - Put on website
GOAL 3: Increase outreach and cultivation efforts with Foundations

- Establish stronger personal relationships with Foundation directors/managers.
- Identify and pursue new and renewable grant funds to meet funding needs.
- Continue to cultivate relationships with organizations and logical community partners (Museum of Tolerance, LA Museum of The Holocaust, US Holocaust Memorial Museum, Shoah Foundation, etc.) to expand funding opportunities. May be partnership opportunities.

GOAL 4: Increase Donor Relations/Stewardship

- Find new ways to acknowledge donors:
  - Phone calls throughout the year to contact new donors, or donors with increased gifts, in order to acknowledge gift and identify motivation and interests (ED, development and other staff, board members, campaign committee members – if there are.).
  - Thank You letters sent within 3 working days of gift receipt.
  - Find opportunities to invite new donors at an established giving level (locally or bicoastal) to special events.
  - Implement The Survivor Bracelet Program. Donors supporting one survivor for an entire year, receive a bracelet bearing the name of the survivor.

PR & MARKETING/COMMUNICATIONS STRATEGIES:

PR & Marketing:

- SMP has many well written pieces of literature. Note which ones touch people most and integrate them in creative ways. Develop materials that are relevant to different target groups within business community.
- Get SMP’s name out through networking, stories in the media, special presentations etc.
- Use of Social Media/Target marketing (Facebook, Twitter, Instagram, LinkedIn, other)
Use of PR & Marketing/Target Marketing to increase major gift support:

- Approach existing donors for suggestions about appealing funding opportunities and other donor leads.
- Establish a portfolio of support opportunities and benefits:
  - 20th Anniversary Partnership opportunities
    - Naming Opportunities
    - Fact Sheet
    - Talking points for staff/volunteer teams
- Official Launch of Annual Campaign: The Last Survivors Campaign

Establishing a Fundraising Goal:

- Need to identify overall goal for the year (for the next 3 years)
- Begin to publish goals (annual and incremental) and explain why we need to raise this amount (Where will the funds go? Immediate direct aid to survivors; Holocaust Educational Archive; General Operating Support) Publish this in EBlast and/or newsletter.
- Publicize ways to give, including “tweeting” to help us reach our current goal by ____ (specify date)

Increased Outreach to synagogues and Jewish Day Schools:

- Bar & Bat Mitzvah – Mitzvah Projects (help expand donor base)

12 Month Fundraising Plan
January– December

The following are regularly calendared events that are essential for the implementation of the Strategic Plan:

Weekly:
- “Production Meeting” – Weekly on Tuesday. Opportunity to share Resource Development updates with team and brainstorm ideas.

Bi/monthly & Monthly:
- P.R & Marketing meeting– ensuing an integrated messaging approach and website updates.

As needed:
- Board Meeting.

Ongoing:
- Donor Cultivation & Solicitations.
- Intimate cultivation or stewardship events.
- Prospect/Donor Research.
- Grants activity.
- Develop and submit LOI’s/grant proposals – where there is a perfect match and preferably where we have a personal contact.
- Research new funding opportunities and present them for consideration.

**Campaign Appeals – Cyclical:**
- Timed E-blasts/mailings/newsletters.
- End of Year Solicitation.
- Annual Event.

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**THE SURVIVOR MITZVAH PROJECT**

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