

COALITION RESOURCE DEVELOPMENT PLAN

1. Set up a Resource Development Team of leaders, staff, and coalition partners with fundraising experience and contacts;
2. Prepare necessary general support or project proposals;
3. Identify possible funding sources from members' contacts and experience with fundraising;
4. Decide on how number and type of fundraising events you will have, plan and hold events;
5. Decide on the structure of your annual campaign, then plan and implement it;
6. Use foundation directories and guides to identify possible foundation/corporate funders;
7. Obtain information about potential funders from directories, Internet, annual guidelines and reports, and from those who know them; prepare summary forms for each potential funder;
8. Prepare support materials that need to accompany proposals, such as introductory letters;
9. Update the mailing list of current and potential individual donors;
10. Make a master list of funders to be approached, including the funding type and amount that will be requested (general support or for a particular project);
11. Decide which Team members will make solicitation visits to potential funders, train them, send initial letters or proposals, and arrange for visits;
12. Arrange support calls from members who have contacts with potential funders;
13. Have team prepare site reports on donor visits for files and follow-up;
14. Review progress after first visits, provide more training, and revise materials if needed;
15. Provide follow-up to visits; assess progress; and revise fundraising approaches.

Sample Resource Development Plan

Task	Criteria	Responsibility	Deadline
Convene Resource Development Task Force (TF)	- Include at least one coalition staff, 2 leaders & 2 members - First meeting held	SC Chair & Coalition Director	Jan 1
Fundraising training- Steering Cmte. (SC)	80% of SC attends training	- Director sets up training - Chair promotes attendance	Feb 15
Prepare general support proposal	Proposal written; SC approves	Coalition Director & staff	Sept 30
Design annual campaign	Plan prepared; SC approves	Director & TF Chair	Nov 15
Identify 10 potential donors	Donors w/addresses identified	TF Chair	Jan 30

Adapted from Mosaica, 2005, *Board of Directors and Private Sector Fundraising*. Washington, DC: Author, p 10-12