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

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<thead>
<tr>
<th>Task</th>
<th>Criteria</th>
<th>Responsibility</th>
<th>Deadline</th>
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| 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 |