

Implementation Support Strategy 2: Development

Vision: KEJC will generate robust funding from a diverse and growing portfolio to support advocacy and services, keep technology at or near the cutting edge and build “back office” infrastructure. Funds will be invested safely, with reasonable returns and low risk, including creative management of major gifts.

2009 to 2011	2012 to 2014	2015 and onward
<ul style="list-style-type: none"> • Upgrade website to include: <ul style="list-style-type: none"> ○ More regular news updates ○ Button for donations ○ Button for email alerts • Use consultants and graphic designers to develop new print media to describe our identity and our work <ul style="list-style-type: none"> ○ Program informational brochures ○ Annual report • Acquire fundraising software with ability to deliver messages on news and successes to supporters and potential donors <ul style="list-style-type: none"> ○ Salesforce ○ Constant Contact • Hold Around the World dinners to honor 10th anniversary of Maxwell Street and release Annual Report showing donors 	<p>Engage My Giving Advisor to orient us to types and tasks of development</p> <ul style="list-style-type: none"> ○ Major gifts and corporate ○ Branding <p>Build earned income contracts into portfolio, especially for immigrant law</p> <ul style="list-style-type: none"> ○ KCADV ○ Kentucky Legal Aid <p>Maintain efforts on</p> <ul style="list-style-type: none"> ○ Website ○ E-news and donor communications ○ Press and editorial board outreach <p>Participate in Good Giving Challenge</p> <ul style="list-style-type: none"> ○ Hold reception for supporters <p>Receive and manage major gifts and endowments (or investments):</p> <ul style="list-style-type: none"> ○ Consumer Reports ○ Mason Fund 	<ul style="list-style-type: none"> • Hold 40th anniversary celebration and fundraiser in 2016 • Create repeating signature event <ul style="list-style-type: none"> ○ Sponsors ○ Donor Recognition • Hire or contract with communications and development staff for: <ul style="list-style-type: none"> ○ Branding ○ Lead development ○ Grant writing ○ Donor thanks and relations ○ Major gifts <p>Upgrade and integrate all tech platforms with latest versions</p>