



Fundraising & Development Plan FY 2021 – 2022

Created by:



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BACKGROUND

Founded in 2010 by award-winning documentarians, Catherine Tatge and Dominique Lasseur, the Civic Life Project (CLP) empowers youth, specifically those citizens under the age of 25, to express themselves and become actively engaged in their communities.

Catherine and Dominique noticed a fundamental issue in the world – our democracy is at risk and it is urgent to engage young Americans in elections to sustain our democracy and preserve our fundamental values. Recently, young Americans have been raising their voices around such issues as climate change, reproductive rights, and gun control, to name a few. But they need to feel empowered to effect change, through civic action and voting. The CLP's mission is to use the power of digital storytelling to empower the civic voice of the next generation.

The Democracy 2022 Youth Film Challenge is a national film competition in which students generate and enter civics-oriented films/ videos about issues that affect their lives and communities. Its objective is to bring young people together, provide a digital platform for them to be heard, and ultimately create a groundbreaking movement for young Americans to get engaged in our Democracy and to register to vote.

The development of a sustainable nonprofit organization is guided by two key documents:

1. The Strategic Plan – The CLP's board-approved Strategic Plan, developed by the WilMark Group, defines the organization's ultimate goal: to extend the reach of the Film Challenge. In order to do so, the 5-year strategic plan focuses on three Strategic Pillars:
 1. Staffing: Engage staff to run operations, communications and development
 2. Programming: Enhance the Film Challenge to provide technical education, focus and promote storytelling and advance civic engagement
 3. Audience: Attracting a diverse audience for participation, partnership and funding
2. The Brand Report – The board-approved brand report conducted by the WilMark Group provides a comprehensive overview of CLP's current brand recognition and provides recommendations for expanding reach and awareness. The report also suggests that ambassadors be well-versed in the organization's brand anthem, elevator pitch and tagline. CLP ambassadors must follow a coherent message.

Types of Funding

It is important, at this point in the plan, to differentiate between the various funding streams that provide revenue for CLP:

1. Individual Giving – Money raised from individuals shall remain a priority of the CLP's financial strategy (Board Members and Advisors, Friends of CLP)
2. Sponsorships / Partnerships – Money raised in exchange for recognition or event-related benefits (JusticeAid, Corporate Donors, other national partner prospects)
3. Other Events – Money raised from fundraising events will continue to be a key part of our plan (Giving Tuesday, Year End Appeal, other key dates)

Goals and Objectives

The primary goal of this development plan is to provide the funding necessary to carry out CLP's priority for expansion, increased brand recognition and sustainability.

As illustrated in the Strategic Plan, the annual budget required to operate this organization in perpetuity is approximately \$350k. In order to meet this financial goal, CLP must meet the following objectives:

- Build an internal team that is capable of managing the day-to-day operations including marketing, communications and administrative support
- Establish repeatable and efficient fundraising systems capable of providing maximum efficiency for a small staff
- Host donor cultivation and stewardship events and follow a communications calendar to keep donors well informed
- Analyze donor data and segment for appropriate, targeted messaging (content and delivery method)
- Reach outside CLP's current core donors to build an ever-expanding universe of prospects
- Follow development best practices and create SOPs for future success

Case for Support *(needs to be reworked into a donor-centric case statement, see pg 14 for details)*

In order to meet CLP's goals and maintain a sustainable, operational organization, we need to raise an additional \$350,000 per year. Financial support provides critical resources to help CLP reach the next level of visibility, host annual or even multiple Challenges each year, establish the creation of a Youth Ambassadors Committee, engage and recruit even more talent and video challenge participants, and award funds and widespread recognition to the winners.

Supporters can help invigorate civic education, galvanize the youth and empower the next generation. They can create a world where young people are engaged in our democracy, participate and advocate. Help us dwell on the future and be part of the solution. Our democracy depends on it!

As a reminder of the work we all do, take a look at the winning videos from the 2020 Youth Film Festival. You can see how the Civic Life Project provides the platform for the voices that will save our democracy and change the world.

You Need to Vote - Amogh Thakkar

Yasuni National Park: The Real Power Belongs to the People - Oriana Camara

(From the Brand Anthem in the Brand Report)

America was founded on the fundamentals of Democracy: Popular sovereignty, life liberty and the pursuit of happiness. The world looks to America as the bearer of these universal democratic values. The American experience requires participation and self-representation. It is only in a democratic system of government where beliefs and concerns are best nurtured.

This notion of Democracy was a new form of government when our nation was founded. And, with the right to self - rule, comes responsibility to the rest of the citizenry.

But time has passed and not only has that sense of responsibility been winnowed away, the very knowledge of how our government operates has been diminished among the people. While our nation was threatened to be split in half during the Civil War, never before, until recent times, has our actual form of government – Democracy itself – been threatened from within.

America is the beacon of Democracy for the world and there is a sense of great loss when America and its Democratic ideals are at risk. Most at-risk are the young people whose futures most depend upon the advancement of Democracy across the globe.

So, we yearn, we yearn for more participation. We want to learn. We want to teach, and we want to gather to hear the stories that these young adults care most about and that have impact on our communities. At its essence, we yearn to hear these Storytellers!

Founded by award winning documentarians, Civic Life Project is all about empowering young people expressing themselves. Through the Film Challenge, participants learn the art of storytelling and the tools and techniques of video storytelling to express themselves on issues that resonate for them and impact our communities.

This participation inspires engagement which encourages more storytelling. And when young adults make this kind of impact, there is hope that Democracy will not only prevail, but prosper.

FUNDRAISING STRATEGY *(Adapted from the September 2019 Proposal)*

An essential key to success of The Challenge is the Civic Life Project's Board of Directors and Advisors. We plan to continue expanding these Boards and to recruit a Youth Ambassadors Committee.

Our mission is to produce a showcase for films that speak to the future of our country, our democracy and the importance of voting, created by the best student filmmakers from around the USA. To accomplish this mission, we need the financial support of sponsors, small businesses, patrons of the arts, and community organizations. Donations will go towards public screenings or watch parties, hosting community conversations, funding the monetary awards to the winning filmmakers, and supporting a promotional campaign that will include national and regional media coverage, print promotion, and social media engagement.

Goals

- 500+ video and social media submissions
- Increase viewership and followers/subscribers
- Leverage 12k contacts in database
- Raise \$350k total
 - \$120-150k by calendar year end 2021
 - Additional \$200-230k by fiscal year end (July 1, 2022)

Brand Awareness and Outreach

Request for groups with large audiences in this space to share our film challenge with their constituents, as a value-add for their stakeholders.

- Potential prospects: Generation Citizen, AASCU, Amanda Gorman (Youth Poet Laureate), Greta Thunberg (Swedish Environmental Activist)

Individual Donors

Based on review of the 2020 financial report, CLP raised about \$140k in individual donations with over \$88k funded by the Board. In 2021-2022, **the goal will be to raise \$175k in individual donations** with \$100-120k from the board and advisors. In general, more than 70% of nonprofit fundraising revenue comes from individual donors.

- Board and Advisor donations totaling \$100-120k
- Increase the number of external donors and raise \$55-75k
- Potential prospects: Cull through database and target high-capacity individuals, past or current donors are the priority, then move on to cultivating new prospects via the wish list that's created with the Board
- A monthly goal among the organization can be to speak with five unique donors. Will help to build rapport and spread the CLP message. Update donor profiles accordingly.

Corporate Sponsors

Promote Film Challenge to interested prospects using sponsorship brochure (which includes an overview of the event and CLP's case for support). Lean on current stakeholders to provide introductions to prospective sponsors. Schedule calls between volunteer connector, prospect and Catherine/Dominique. Sponsorship brochure will include standard benefits based on level of support and an offer to customize packages resulting from conversations with decision makers.

2020 financial reports show that \$11,000 was raised in sponsorship funds from seven sponsors.

The goal for 2022 will be to raise \$100k from at least 10 sponsors. To do so, we must:

- Actively steward the implementation of the sponsorship benefits
- Regular meetings/ check ins with Fundraising Subcommittee
- Create and share only **one** sponsorship brochure by combining your individual and corporate decks. Add additional/ higher levels and offerings.
 - Ex: 25k, 15k, 10k, 7500, 5k, 2500, 1k and associated benefits
 - Make sure brochure includes deadline for inclusion in digital program materials
 - Potential Prospects: Paramount, AdCouncil, IMAX, Adobe, National Youngarts Foundation, Refinery29 or Vice Media (all previous sponsors of the All American High School Film Festival); National Endowment for the Arts, Hollywood Foreign Press Association (current or past funders of the National Film Festival for Talented Youth)

National Partner(s)

- Try to secure one national, multi-year partner at \$200k (50k for four years of recognition and benefits)
 - Potential prospects: Supporters of other film festivals, prestigious film schools, streaming services (Netflix), Equal Justice Initiative (EJI), [The Better Angels Society](#) (also a supporter of National History Day and they support educational outreach), [NonprofitVote](#) (unsure of financial commitment required, but partnership [benefits](#) look promising)
- Benefits to include: Reserved spot on judging panel, name recognition below the marquee (Presented by...), exclusive naming rights for duration of commitment (four years)
- All partnerships would look to leverage the partner's audience

Action Items

- Create a shared folder or dropbox where all fundraising materials can be easily accessed by CLP staff and ambassadors
- Develop wish list and pathway to larger prospects through current volunteers, request introductions
- Create scripts/ templates for board members and advisor's usage
- Ask ambassadors to share their personal why, their reason for getting involved and

supporting CLP (important for communicating their own “elevator pitch”)

- Request testimonials from the movie challenge contestants / winners. What were their reasons for participating in the challenge? What has it taught them about civics? How has the challenge changed their lives?
- Recruitment of youth ambassadors committee and marching orders
- Update all print collateral and website
- Develop numbers sheet to educate prospects on CLP's recurring needs and expenses, so donors know how their contribution will make an impact
- Regular communications via Constant Contact, direct mail, text and video (via Network for Good platform)
 - Ensure any and all communications templates are accurate / updated before any communications are sent out. Links working properly, etc.
- Segmenting donor database for best results, targeted outreach
- Test drive all payment processing platforms, add and promote new options (text to give, Facebook fundraisers, etc.)
 - Ensure default option is always set to monthly giving, let donor uncheck the box
- Consider hosting smaller, pre-challenge fundraising events, also helps to get the word out about the Awards Screening
- Possible grant opportunities. Any groups that we already have connections to and can easily target?
- Consider putting Annual Report together after 2022 Film Challenge and use to drive support for next Film Challenge

Donor Tracking Procedures

All interactions and conversations with donors should be recorded in the donor's profile on Network for Good. All donor profiles should be reviewed and updated as lifestyle changes occur. Correct, reliable data is a critical piece of the fundraising puzzle.

A fundraising tracker (shared google sheet) should also be developed and updated on a regular basis with editing access granted to appropriate staff and stakeholders.

Website

Work with web designer to simplify, streamline and update the CLP website. Also work with designer to ensure that it's ADA accessible. Once fundraising materials are created, they should be posted to the site. Suggestion to look at [All American High School Film Festival](#) and [National Film Festival for Talented Youth](#) websites as models.

Consider creating an “About Us” video to be placed on the homepage. Add short testimonials and headshots to the page. Include archive of all previous winning video submissions.

Stakeholder Engagement

The active participation of the Board of Directors, Advisors and other CLP Ambassadors in these fundraising efforts will be integral to our ultimate success. These individuals will be asked to make donor cultivation calls, share communications with their individual networks, host cultivation and stewardship events, recruit new donors and stakeholders, etc. Future meetings should include time for reviewing fundraising progress, discussing prospect lists, assigning

prospects, making calls/writing emails, and other to-do items.

New committee/board members:

- Three qualities (3 C's) we look for when recruiting board members/key stakeholders:
 - Care about issue
 - Capacity to give
 - Connected to our work
- Make sure committee/board members are diverse and that board member service appears attractive to new members, clear expectations for recruiting new members, think about how you structure orientation so new member understands their role in the organization and able to start making decisions and participating early on
 - A diverse board will lead to a diverse donor base

Donor Communications and Cultivation

Maintaining a calendar of donor and prospect communications will be a key factor in expanding CLP's reach.

Collateral Materials

In order to provide ways for new donors to get involved with CLP, prior to making a financial commitment, a list of volunteer opportunities should be created, as well as a list of in-kind donations that would prove beneficial to our efforts.

- Brainstorm and create opportunities list

Development Communications Strategy and Timeline

The below calendar is a proposed strategy for communicating CLP's mission, vision, event updates, etc. The goal will be to provide brief, but important information to past, current and prospective donors. As introductions are made to new prospects, the prospect should be added to Network for Good and Constant Contact databases. Research shows that donors who are contacted and communicated with using a variety of online and offline formats give bigger gifts and give more often. As a result, CLP's communications strategy will utilize the following tactics:

1. Direct Mail: Suggest mailing three times each year: the annual report, Film Challenge event invitation and end-of-year appeal
2. E-Mail: Quarterly (increasing frequency as needed) email communications providing organizational updates and mission moments (combination of text, photos, videos, links, etc)
3. Social Media: Consistent and frequent posts to Facebook, Twitter and Instagram
 - a Messaging must be curated for the specific social media platform, not simply copied across all channels
 - b Posts can be scheduled out in advance
 - c Recognition of past winners, ask them to tag CLP and share our posts to their timelines, highlight sponsors as they come in and tag as appropriate
 - d Like and share content by other like-minded organizations

4. Phone Calls: Donors at appropriate levels (\$1k and above) should be thanked, via phone by Catherine, Dominique or volunteer board members, within two weeks after gift is received
5. Donor Thank You's: Handwritten thank you cards mailed out within a week of donor or sponsor gift. Alternatively, a personalized video message can be sent via Network for Good.

Below is an example development communications timeline for the remainder of this fiscal year:

Donor/Prospect Level	October 2021	December 2021	March 2022	July 2022
\$5k and above	Brief Recap & 2022 Challenge Update, Email (non ask and can be sent as a video message)	End-of-year Appeal, Direct Mail	Youth Film Challenge Event Invite, Mail & Email	Film Challenge event reminder and teaser(s), Email
\$1k - \$4,999	Brief Recap & 2022 Challenge Update, Email (non ask and can be sent as a video message)	End-of-year Appeal, Direct Mail	Youth Film Challenge Event Invite, Mail & Email	Film Challenge event reminder and teaser(s), Email
\$500 - \$999	Brief Recap & 2022 Challenge Update, Email (non ask and can be sent as a video message)	End-of-year Appeal, Email	Youth Film Challenge Event Invite, Email	Film Challenge event reminder and teaser(s), Email
\$100 and under	Brief Recap & 2022 Challenge Update, Email (non ask and can be sent as a video message)	End-of-year Appeal, Email	Youth Film Challenge Event Invite, Email	Film Challenge event reminder and teaser(s), Email

Sample Donor Appeal Letter

Dear Supporters and Friends of The Civic Life Project,

We hope this letter finds you well and that you and your loved ones are making it through this Covid period in good health. The board of directors of [Civic Life Project](#) (CLP) have been busy these last few months planning ways in which to take the CLP to the next level of visibility and participation in anticipation of our next challenge. We would love to have your support going forward!

In planning for the future, we are motivated and encouraged by previous results, especially in terms of our reach.



As you can see, one of the most significant and satisfying results that emerged from our analysis was the incredible ethnic and socio-economic diversity of our participants. These successes were, in large part, a result of your support and we hope you share in our joy and pride at these results.

As mentioned above, we are moving forward and launching our next Youth Film Challenge this September, with the virtual awards ceremony occurring around the 2022 elections. Previous midterm elections have been marked by very low participation especially for young voters. It is critical that we get the youth vote out for this next election.

On that note, have you seen Amogh Thakkar's winning video, "[You Need to Vote](#)" from the 2020 Film Challenge? This poignant piece is proof that the CLP provides the platform for the voices that will save our democracy and change the world. In fact, by promoting this video online, we were able to reach over 200,000 people on social media during the final weeks of the 2020 election.

Please help us invigorate civic education, galvanize the youth and empower the next generation. Help us create a world where young people are engaged in our democracy, participate and advocate. Help us dwell on the future and be part of the solution. Our democracy depends on it! [\[add "Donate Now" button\]](#)

If you need another reason to support our mission to empower and advance young adult civic engagement, hear directly from a past winner about how the Film Challenge changed their life. [\[embed video testimonial\]](#)

Thank you for your ongoing generosity. We're profoundly grateful for your partnership.

Non-Ask Events

Host regular non-ask events. Similar to brown-bag lunches, but held virtually. Some possible topics include: get to know CLP, ask the filmmaker (past winners attend and answer questions), ask the expert (award-winning documentarian fields questions), etc.

Prospect Cultivation Strategy and Timeline

Our goal for new individual and corporate prospects is to tell them the CLP story, mission and needs, and to make them feel like part of the team. It is important to ask a lot of questions and simply listen to what the individual has to say. Taking notes and recording details in the Network for Good donor profile will help with this relationship-building process. Once the prospect is fully engaged and we have identified their area(s) of interest, we can ask for funding in an effective manner. Arrange to meet with the prospect in person or virtually. Set up an introductory call between the volunteer connector, the prospect and CLP Ambassador. We can also ask the prospect for their guidance and feedback on some idea or event we're considering. After the initial contact, we will need to communicate with the prospect on a regular basis to answer questions, continue to tell our story, and seek support.

Sample timeline for prospect cultivation:

1. Receive information on new prospect
2. Perform basic research on prospect's capacity and interests (other charitable commitments)
3. Request volunteer connector to schedule introductory call/meeting
4. Conduct call/meeting
5. Immediately after call/meeting, send follow-up note (email) thanking prospect for his/her time and invite them to follow CLP on social media channels and to subscribe to newsletter. Include embedded video testimonial from past winner.
6. Volunteer connector to do individual follow-up with prospect to determine their level of interest. Circle back with CLP on status.
7. If prospect indicates they are not interested in learning more/getting involved, drop from outreach list and cease cultivation process. Or, if they know someone who might be interested in CLP's work, the volunteer connector can follow up on that lead. Alternatively, if prospect indicates some level of interest, add individual to Constant Contact database so that he/she receives future communications. Send personal invitation to attend the 2022 Film Challenge.
 - a If large capacity prospect with lukewarm or better interest in CLP, invite to join the panel of judges for the 2022 event (cultivate now for larger ROI in 2023 and beyond)
8. When considering prospect engagement, be sure to include possible committees on which the individual could serve. Helps to create a pipeline of future board and advisory members.

Donor Recognition Program

If not already in place, then the CLP should put some time and resources into this portion of the

plan. Donor recognition will encourage donors not only to strengthen their relationship with the organization, but also to share the good experience with their friends, family, colleagues, etc. A donor recognition strategy includes the following components:

1. Thank You Procedure: Immediate recognition of the donor's time, talent and treasure via email, phone call or a handwritten mailed note, depending on level of contribution. A sample script should be developed for these calls and provided at the next board meeting so board member volunteers can assist with these calls. A sample thank you email and handwritten note can also be provided so that board member volunteers can assist with sending these thank you notes.
 - a Small donor gifts can also be provided, specifically items that double as organizational advertisements (hats, pins, t-shirts, etc.)
2. Donor Recognition Event: An exclusive, non-ask event that is limited to donors giving at a certain level (maybe 5k and above). This event can provide a brief update on the mission of CLP, upcoming events and developments as well as a thank you to all of the attendees. It can occur in conjunction with the 2022 Film Challenge or separately, but likely needs to be done virtually in order to gather donors from across the nation.
3. Newsletter & event-related recognition: In addition to the thank you procedure and the donor recognition event, all donors should be recognized in various communications and of course, at the marquee event.

Major Event: The Youth Film Challenge

Each of CLP's past funding sources, from individuals to corporations can and should be re-solicited each year for this one event, even if they have already made a substantial gift outside of the Challenge.

The Youth Ambassadors Committee should assist with promoting and fundraising for the 2022 Youth Film Challenge. Not only will that help CLP reach the 500 video submissions goal, but also expand brand awareness and recognition. Consider seeking well-known media personalities and celebrities to assist with advanced promotion of event and night-of-event attendee draw.

Board Members can host in-home watch parties of the Awards Ceremony (request donations in exchange for food / drinks). Youth Ambassadors Committee can also host similar watch parties. Helps to build awareness of CLP and generate new prospects for future fundraising efforts.

CLP can provide event hosts with party favors like fun photo props, gifts, organizational materials, etc which also provides another sponsorable asset opportunity.

Consider hosting an online auction as another revenue strategy (offer unique experiences and autographed memorabilia).

Foundation Giving

If time allows or easy targets are identified, it's worthwhile to pursue some foundational / grant money. In the future, this portion of the fundraising pie could be expanded, if time and energy is put into researching, prospecting and reaching out to potential funders. Doing things like reaching out to grant makers to inform them of CLP's work, following them on social media,

subscribing to their newsletters and inviting grant makers to attend non-ask events and the 2022 Youth Film Challenge, may produce future financial returns (beyond 2022).

Miscellaneous Opportunities

In addition to the fundraising tactics laid out above, CLP Ambassadors should remain mindful of seizing fundraising opportunities as they arise. Board Members and Advisors should listen to the suggestions of all stakeholders and friends and share those ideas at future meetings. Some prospects will be honored to even have their idea considered, let alone implemented.

Fundraising Needs and Goals

The CLP budget has estimated total expenses at **\$350,000** per year (rounded up based on 2022-2023 budgeting needs).

CIVIC LIFE PROJECT ANNUAL BUDGET JULY 1, 2021 - JUNE 30, 2022			
STAFF & CONSULTANCIES:			NOTES
Executive Directors (D & C)	\$ 100,800.00		Catherine & Dominique
Administrative Director (part time)	\$ 50,400.00		
Social Media Director (part time)	\$ 36,000.00		
Fundraiser	\$ 48,000.00		
Intern	\$ 14,400.00		
STAFF & CONSULTANCIES - Sub-Total	\$ 249,600.00		
TRAVEL & MEETINGS:			
Travel	\$ 8,500.00		Air, Hotel, Per Diem
Mileage & Gas	\$ 500.00		
Food for meetings	\$ 2,000.00		
TRAVEL & MEETINGS - Sub-Total	\$ 11,000.00		
MANAGEMENT:			
Equipment - cameras for low-income students	\$ 7,500.00		
Website development	\$ 5,000.00		Content Modification
Website maintenance	\$ 3,000.00		
Credit Card/ Paypal/Bank Fees	\$ 3,500.00		
Insurance/Legal Fees	\$ 3,500.00		
Email Marketing	\$ 2,000.00		
Marketing/Advertising - Social Media	\$ 10,000.00		
Printing Costs	\$ 3,000.00		
MANAGEMENT - Sub-Total	\$ 37,500.00		
PRODUCTION			
Production of video modules	\$ 5,000.00	10 Modules	
Mentor Filmmakers	\$ 1,500.00	4 hrs x 5 Filmmakers at \$75/Class	
Filmmaker virtual advice sessions - 10 sessions	\$ 1,500.00	10 Sessions @ \$150/hr	
Pre-recorded virtual video event	\$ 3,500.00	Studio with cameras and sound	
Live event - location fee	\$ 1,000.00	Deposit	
Performance works by young artists	\$ -	See 2022-23	
Awards	\$ -	See 2022-23	
PRODUCTION - Sub-Total	\$ 12,500.00		
OFFICE EXPENSES			
Dues & Subscription (ex: Constant Contact)	\$ 4,000.00		
Payroll Fees	\$ 3,000.00		
Accounting	\$ 3,600.00		
Office Supplies	\$ 3,000.00		
Telephone/ Internet/Conference calls/etc.	\$ 5,400.00		
Postage & Fed Exp	\$ 1,800.00		
Equipment Repair & Maintenance	\$ 1,500.00		
OFFICES EXPENSES - Sub-Total	\$ 22,300.00		
TOTAL	\$ 332,900.00		

Budget
2022-23

CIVIC LIFE PROJECT ANNUAL BUDGET JULY 1, 2022 - JUNE 30, 2023			
STAFF & CONSULTANCIES:			NOTES
Executive Directors (D & C)	\$ 100,800.00		Catherine & Dominique
Administrative Director (part time)	\$ 50,400.00		
Social Media Director (part time)	\$ 36,000.00		
Fundraiser	\$ 48,000.00		
Intern	\$ 14,400.00		
STAFF & CONSULTANCIES - Sub-Total	\$ 249,600.00		
TRAVEL & MEETINGS:			
Travel	\$ 8,500.00		Air, Hotel, Per Diem
Mileage & Gas	\$ 500.00		
Food for meetings	\$ 2,000.00		
TRAVEL & MEETINGS - Sub-Total	\$ 11,000.00		
MANAGEMENT:			
Equipment - cameras for low-income students	\$ 7,500.00		
Website development	\$ 5,000.00		Content Modification
Website maintenance	\$ 3,000.00		
Credit Card/ Paypal/Bank Fees	\$ 3,500.00		
Insurance/Legal Fees	\$ 3,500.00		
Email Marketing	\$ 2,000.00		
Marketing/Advertising - Social Media	\$ 6,000.00		
Printing Costs	\$ 3,000.00		
MANAGEMENT - Sub-Total	\$ 33,500.00		
PRODUCTION			
Production of video modules	\$ 1,500.00	Module Modifications	
Mentor Filmmakers	\$ 1,500.00	4 hrs x 5 Filmmakers at \$75/Class	
Filmmaker virtual advice sessions - 10 sessions	\$ 1,500.00	10 Sessions @ \$150/hr	
Pre-recorded virtual video event	\$ 5,000.00	Studio with cameras and sound	
Live event - location fee	\$ 2,500.00	Balance	
Performance works by young artists	\$ 4,000.00	Fees	
Awards	\$ 15,000.00		
PRODUCTION - Sub-Total	\$ 31,000.00		
OFFICE EXPENSES			
Dues & Subscription (ex: Constant Contact)	\$ 4,000.00		
Payroll Fees	\$ 3,000.00		
Accounting	\$ 3,600.00		
Office Supplies	\$ 3,000.00		
Telephone/ Internet/Conference calls/etc.	\$ 5,400.00		
Postage & Fed Exp	\$ 1,800.00		
Equipment Repair & Maintenance	\$ 1,500.00		
OFFICES EXPENSES - Sub-Total	\$ 22,300.00		
TOTAL	\$ 347,400.00		

Total carried forward from Board Member support in Q3 2021: \$70,600

Total additional revenue needed to meet \$350k goal: \$279,400 (350k minus 70,600)

Revenue projection for fundraising activities in 2021-2022 and beyond:

Sponsorships \$100,000

Total Individual Donations *(includes funds raised from year-end appeal, giving Tuesday, etc)* \$175,000

Board / Advisor Campaign *(based on board meeting notes indicating the need to raise \$113k by end of Q3 2021)* \$42,400 (balance remaining)

Grants / Foundations \$5,000

National Partnership *(which will allow for continued momentum year over year)* \$200,000

Total projected revenue:	\$322,400	(\$43k over fundraising goal)
With National Partner (50k in first year):	\$372,400	(93k over fundraising goal)

ACTION STEP TIMELINE *(additional items will pop up and need to be added to this list)*

August 2021

- Finalize CLP Fundraising Letter
- Request testimonials from the movie challenge contestants/ winners. What were their reasons for participating in the challenge? What has it taught them about civics? How has the challenge changed their lives?
 - Post testimonials to website and use on social media platforms (throughout the year)
- Test drive all payment processing platforms, add and promote new options (text to give, Facebook fundraisers, etc.)
 - Ensure default option is always set to **monthly giving**, let donor uncheck the box
- Consider possible grant opportunities. Any groups that we already have connections to and could easily target? Develop list of prospects based on what/who we already know and brainstorming sessions with the Board/ Advisors.

September 2021

- Send out CLP Fundraising Letter
- Update website and all collateral materials
 - Decide if want to make the “Party Box” idea a sponsorable asset as that will need to be added to the sponsorship benefits
 - Develop numbers sheet to educate prospects on CLP's recurring needs and expenses, so donors know exactly how their contribution will make an impact
 - Consider crafting/ rewriting a bold case for support or case statement (1-3pg document)
 - Document should be donor-oriented and include the following: who we are, what we've accomplished in the past, goals for the future, the mission and vision, why we're asking for funding, what outcomes we're seeking, and passionate examples of why people should support us
 - Mix of emotionally-compelling stories and factual data
- Create a shared folder or dropbox where all fundraising materials can be easily accessed by CLP staff and ambassadors
- Develop wish list and pathway to prospects, brainstorm with board members and advisors, assign prospects accordingly (can include celebrities/ influencers/ media)
 - Begin outreach to prospective individual donors and corporate sponsors. Volunteer connectors to make introductions and schedule meetings/ calls.
 - Review list at each successive board meeting and ask for status updates
- Brainstorm and create opportunities list for new prospects to get involved with CLP

- Volunteer opportunities and in-kind donations that would be helpful
- Scrub & update Network for Good & Constant Contact databases accordingly
- Announce 2022 Youth Film Challenge on social media channels

October 2021

- Email entire database with brief recap from 2020 and update on 2022 Film Challenge, include link to donate
 - Can also include a blurb about the Berkshire festival
- Reach out to 2020 sponsors and share updated sponsorship brochure (with revised levels and benefits) and ask for their continued commitment to CLP
- Cull through Network for Good database for prospects that don't have an apparent connection to the cause, but have given in the past. Then do some research on these individuals and begin cultivating. These individuals may or may not be connected through a volunteer, so be sure to check with board members first.
- Continue outreach to prospective individual donors and corporate sponsors. Volunteer connectors to make introductions and schedule meetings/calls.
- Reach out to Amogh to begin conversations about Youth Ambassador Committee (YAC)
- Cross-promote Berkshire Film Festival on social media channels
 - Consider hosting virtual, non-ask event with CLP and Berkshire filmmakers

November 2021

- Draft end-of-year appeal for board review and approval
- Create scripts/templates for board members and advisor's usage (as needed)
- Continue outreach to prospective individual donors and corporate sponsors. Volunteer connectors to make introductions and schedule meetings/calls.
- Create membership expectations document for YAC and share with Amogh for approval. Amogh to begin disseminating/recruiting committee members.
- Conduct social media campaign around Giving Tuesday (matching donors, text to give option, create a Giving Tuesday campaign on Network for Good platform)
- Begin strategizing on partnership prospect outreach
- As donations come in, follow the donor recognition program on pgs 11-12

December 2021

- Send end-of-year appeal to entire database (via direct mail or email)
- Continue outreach to prospective individual donors and corporate sponsors. Volunteer connectors to make introductions and schedule meetings/calls.
- Mail handwritten holiday cards to largest donors (10k+)
- Instagram Stories takeover by past winner

January 2022

- Work with Amogh to schedule and host first YAC meeting, develop action plan and goals for remainder of year, create and vote on leadership positions
- Host another virtual event (get to know CLP)

- Continue outreach to prospective individual donors and corporate sponsors. Volunteer connectors to make introductions and schedule meetings/calls.

February 2022

- Design Youth Film Challenge Invite and share with board for approval
- Begin outreach to potential media partners regarding press coverage of Film Challenge
- Continue outreach to prospective individual donors and corporate sponsors. Volunteer connectors to make introductions and schedule meetings/calls.
- Brainstorm ideas for donor gifts or incentives that double as walking advertisements (hats, pins, t-shirts, etc.)
- Create event registration page on Network for Good platform
 - Ticket levels: Free, suggested donation and \$25 or \$50 level which can include the party favor box

March 2022

- Send Youth Film Challenge Event Invite and link to register to entire database and share on social media channels
 - Be sure to include prospective grant makers in this communication
- Consider hosting a small, pre-Challenge fundraising event or online auction
 - Also helps to get the word out about the Awards Screening
- Continue outreach to prospective individual donors and corporate sponsors. Volunteer connectors to make introductions and schedule meetings/calls.
- Follow on social media and promote [OneEarth Film Festival Young Filmmakers Contest](#)
- Keep Challenge participants up to date on upcoming deadlines and promote awards on social media channels

April 2022

- Continue outreach to prospective individual donors and corporate sponsors. Volunteer connectors to make introductions and schedule meetings/calls.
- Follow on social media and promote [National History Day contest on Debate & Diplomacy in History](#)
- If not already created, start a running list of potential new advisors and board members for FY 2022-2023 and begin those conversations as appropriate
- Instagram Stories takeover by past winner

May 2022

- Continue outreach to prospective individual donors and corporate sponsors. Volunteer connectors to make introductions and schedule meetings/calls.
- Email Film Challenge event reminder and link to register to entire database
- Discuss interested candidates who may wish to join a subcommittee or board of directors (what does this process currently look like?)
- Determine Awards Screening tech support vendor, MCs, speakers, etc and draft run of show. Provide individuals with instructions and due dates for any materials that must

be prerecorded.

June 2022

- Continue outreach to prospective individual donors and corporate sponsors. Volunteer connectors to make introductions and schedule meetings/calls.
- Before FY end, discuss onboarding new committee/board members
- Announce voting panel judges on social media channels (tag individuals and ask them to share)
- If offering Party Box, start putting those materials together, packaging and shipping

July 2022

- Continue outreach to prospective individual donors and corporate sponsors. Volunteer connectors to make introductions and schedule meetings/calls.
- Email Film Challenge event reminder and teaser(s) to entire database
 - Be sure to include prospective grant makers in this communication
- Begin creating graphics/program materials for Awards Screening
- Continue pursuing/finalizing media opportunities

August 2022

- Continue outreach to prospective individual donors and corporate sponsors. Volunteer connectors to make introductions and schedule meetings/calls.
- Finalize all program materials, speakers, run of show, technical requirements, etc to ensure a successful Awards Screening
- Conduct run through
- Create list of survey questions to send out post event

September 2022

- Social media outreach and final email communications reminding everyone of upcoming event
- Host Awards Screening
 - If possible to set a date in advance for the 2023 or 2024 Film Challenge, it would be great to share that info during the 2022 event, so people can save the date
- Send thank you email to all attendees and include link to feedback survey
 - Mail handwritten thank you notes to all sponsors and to individual donors giving \$500+ (event donations)

October 2022

- Schedule board meeting for event debrief
 - What worked well, what needs improvement and review survey results
- Consider putting Annual Report together after 2022 Film Challenge, use to drive support for next Film Challenge
- If there was a national partnership created, put ROI packet together and share with primary contact(s)

- Update all collateral and website and begin promoting for next Challenge
- Based on foundational research conducted in 2021/2022, prepare and submit grant applications in accordance with their deadlines