

**ALPHA HOUSE OF TAMPA
DEVELOPMENT COMMITTEE PLAN
2012**

GOAL 1: Achieve financial sustainability by increasing giving from private sector and reducing reliance on government/public sources.				
Objective	Activity/Strategy	\$/# Goal	Responsibility	Timeline/Deadline
Increase number and amount of Major Gifts (\$1,000+) from individual donors.	Identify 100 top donors from agency donor database, giving histories		LC/EH/PL	February 15, 2012
	Schedule at least one face-to-face ask in excess of \$5,000 with a major donor each month.	\$40,000	EH and Board member	Monthly March 1-Dec. 1, 2012
	Schedule at least one face-to-face ask in excess of \$5,000 with a major donor each month.	\$40,000	PL and Board member	Monthly March 1-Dec. 1, 2012
	Host 6-8 small group cultivation and solicitation events with minimum goal of \$5,000/event	\$30,000	BOD	Monthly March 1-Dec. 1, 2012
Secure grants from private and corporate foundations.	Adhere to attached grant schedule.	\$250,000	EH/PL	Deadlines indicated on attached grants schedule.
	Cultivate relationships with top 15 private and corporate foundations (listed on attached grant schedule.) <ul style="list-style-type: none"> • Route list to Board members to identify existing contacts, relationships. 		EH/PL/BOD Charles Christmas – Corporate Liaison EH	Schedule weekly calls/meetings/site visits During period March 1-June 1, 2012 January 18, 2012 Bd. Mtg.
GOAL 2: Support Executive and Board Leadership in achievement of strategic growth objectives.				
Objective	Activity/Strategy	\$/# Goal	Responsibility	Timeline/Deadline
Support activities of Board Development Committee Initiatives	Recruit members of Special Events Committee charged with producing 3 targeted special events each year. Support Special Events Committee through sponsorships, attendance, ticket sales and promotion to sphere of influence.		Development Comm/EH/LC/PL BOD	
	Schedule and host 6-8 small group	\$30,000	BOD/PL/EH	Monthly March 1-December 1, 2012

	cultivation and solicitation events with minimum goal of \$5,000/event			
	Secure golfers, hole sponsors, raffle items for annual golf tournament	\$15,000	BOD/PL/EH/LC	Fall, 2012
	Conduct weekly thank you calls to individual donors.		BOD/PL/Intern	Ongoing weekly
	Coordinate Development Committee communications.		EH	Ongoing
Expand membership and reach of Artemis Guild	Survey current Artemis Guild members re: expansion. Explore dues structure/options.		Justin Levingston, Jen Holtvluwer	January 17, 2012
	Determine membership goals and benefits.		Artemis Subcommittee	February/March, 2012
	Develop recruitment strategies.		Artemis Subcommittee	February/March, 2012
	Develop event schedule.		Artemis Subcommittee	April, 2012
	Plan and produce one major fundraising event annually (Wine Tasting, Oct. 2102) with targeted fundraising goal.	TBD	Artemis Event Chair and Committee	October, 2012
GOAL 3: Raise agency profile, visibility and identity in the community.				
Achieve objectives outlined in 2010 Communications Audit Tactical Plan	Organize and initiate Speakers' Bureau. Participate in speaker training. Represent Alpha House as guest speaker.		Tampa Connection/ PL/EH BOD BOD	October 2011-May, 2012
	Participate in promotional events <ul style="list-style-type: none"> • Lauren's Walk • DV Awareness Month 		EH/LC/BOD/Program Staff	February 6, 2012 October, 2012
Coordinate Community Outreach strategies to raise profile and awareness of agency.	Schedule tour for all members of Tampa City Council, Hills. Co. Comm., State legislators		PL/BOD	Ongoing
	Research and secure memberships in civic organizations (S. Tpa. Chamber, Rotary, Kiwanis, Exchange, Athena, etc.) valuable to strategic goals		PL/BOD	2 nd quarter, 2012
	Secure sponsorships from area		John Turner/BOD/PL	Summer 2012

	professional sports teams			
	Continue hosting monthly Lunch & Learn tours. <ul style="list-style-type: none"> • Secure in-kind sponsor (Pappas Market Café) • Use as volunteer orientation • One date monthly for groups • Board representative at each event 	In-kind	LC/PL/EH/Program Staff/BOD	February 9, March 8, April 12, May 10, June 14, July 12, August 9, September 13, October 11, November 8, December 13, 2012

TOP 15 PRIVATE AND CORPORATE FOUNDATIONS

- Allegany Franciscan Ministries
- Bank of America
- Blue Cross/Blue Shield Foundation FL
- Barbara Bush Foundation/Florida Literacy Academy
- Community Foundation of Tampa Bay
- Conn Memorial Foundation
- Glazer Family Foundation
- Hobbs Foundation (St. Petersburg)
- Junior League of Tampa
- Ounce of Prevention Florida
- Publix Supermarkets Charities
- Raymond James
- Sweetbay Supermarkets
- Verizon
- Wells Fargo