

Name: _____ Date: _____

This plan will help identify opportunities to support the fundraising needs of Towards Employment. The goal is for each board member will raise \$4,000 per year through personal giving or soliciting others, to *complement* the **wonderful and much needed support of your employer’s corporate philanthropy**.

Please review the **IDP GUIDELINES** for more details and examples on pathways to reach the **\$4,000 goal**. Please return your completed IDP plan to Jenn Angelo no later than **March 1, 2021** at jangelo@towardsemployment.org.

GOAL: I will meet or exceed fund development board participation target of \$4,000 by a combination of personal gifts, support of the annual event and solicitation of corporate gifts.

1. PERSONAL GIFTS

It is expected that each board member will participated in the first two items listed below. Please check (√)additional items you can assist with.

A. I will make a **meaningful, personal annual gift** of \$_____ to Towards Employment. This can be an individual gift to TE, through United Way or workplace giving contribution designated to TE and/or support of the *fund-a-need* portion of the live auction at event. **This gift is CRITICAL. Foundations often require 100% financial participation from board members. The earlier you can make this commitment of any amount, the more it helps TE approach new foundation funders. NOTE: Do submit paperwork if your company matches donation and please alert Jenn Angelo if you will be making a pledge to TE through United Way.**

B. I will develop/add 5 people from my network to my **personal solicitation list** and personalize end of year appeal letters to those listed below. *(Include name, email and address – if you do not have contact information, just write down names and Jenn will follow up.)*

NAME	Address
1.	
2.	
3.	
4.	
5.	

C. √ I will identify 5 NEW “top prospects” for the 2021 A CHANCE TO ADVANCE campaign.

1.

2.

3.

4.

5.

(Include name, email and address – if you do not have contact information, just write down names and Jenn will follow up.)

D. √ I will report my actions to my assigned list of names for the 2021 A CHANCE TO ADVANCE. (In anticipation of the career pathways campaign, we are cultivating/ engaging donors who can give at the \$1,000 level and above via our exploratory efforts. Last year, you were assigned a list of names and were provided a list of actions, including sharing social media posts and sharing TE related news and updates with your list via email. We will provide prompts in 2021 and ask that you report your actions as we monitor our relationship building.)

E. _____ I will **host a fundraiser** on behalf of TE. This can include in-person, virtual or online fundraiser you host or organize (eviction/digital fund, Facebook birthday fundraiser etc.) Please provide more information below. (You can also reference the scenarios to get to \$4K section on the IDP Overview document for more details.)

2. SUPPORT OF ANNUAL EVENT:

The success of the annual event has been due to board support over the past 11 years. **The raffle portion of the annual event cannot succeed without full board support to sell and purchase tickets. It is expected that board members purchase or sell at least 10 tickets (tickets are \$50 each).** Please check (√) additional items you can assist with.

- A. I will purchase at least 10 raffle tickets (@ \$50 ea.) that I will sell or keep.
- B. I will be an event host (\$2,000), buying the table or putting it together.
- C. I will **solicit and/or donate auction items** and will be given credit for amount the item is auctioned off for.

3. CORPORATE SOLICITATION

Please check (√) items you can assist with.

- A. I will secure **corporate sponsorship of the event from my employer:**

- \$25,000 Presenting Sponsor
- \$15,000 Title Sponsor
- \$10,000 Sponsor
- \$5,000 Sponsor
- \$3,000 Sponsor
- (other) _____

Note: New or increased sponsorship does count towards your IDP goals. As of 2020, 25% of renewing sponsorship also counts.

- B. I will solicit additional **corporate sponsorship of the event from my business contacts:**

_____	_____
Name	Company
_____	_____
Name	Company
_____	_____
Name	Company
_____	_____
Name	Company
_____	_____
Name	Company

C. **Other corporate support.** Please check (✓) items you can assist with.

- i. _____ I will secure a NEW corporate program grant of \$_____ from my employer.
- ii. _____ I will introduce TE to the following NEW foundation(s). Please list on reverse side.
- iii. _____ I will arrange for TE staff to speak at our United Way Campaign kickoff(s).
- iv. _____ I will remind my colleagues to designate their United Way Contribution to TE.
- v. _____ I will arrange for TE to be the beneficiary of our workplace casual day(s).

While the items below do not contribute directly to achieving your IDP goals, they are necessary parts of building a fundraising and awareness foundation for Towards Employment. Your commitment is needed and appreciated. Please check (✓) at least three items for which you can provide assistance.

4. OUTREACH/CULTIVATION

- A. _____ I will *like* TE on Facebook, follow TE on Twitter and Instagram, include my TE affiliation on my LinkedIn profile, and *share* TE posts with friends on my own timeline.
- B. _____ I will introduce TE to potential employer partners.
- C. _____ I will represent the board during foundation site visits.
- D. _____ I will attend at least 2 Step Up Graduations at TE and invite colleagues and friends so they can learn about our mission (great way to introduce people and potential funders to TE). [To register, click here.](#)
- E. _____ I will let colleagues and friends know about volunteer opportunities at TE.

5. TIME AND TALENT

- A. _____ I will participate on the 2021 event planning committee.
- B. _____ I will volunteer to support TE’s programs by being involved with virtual volunteering opportunities, representing TE at external events and/or speaking about employer expectations in a workshop. (including virtual events)
- C. _____ I will provide professional services (legal, marketing, facilitation, recruiting, etc.) in support of TE.

7. OTHER (LIST OTHER CONSIDERATIONS):

Signature: _____ Date: _____

Towards Employment, 1255 Euclid Avenue, Suite 300, Cleveland, OH 44115 | www.towardsemployment.org
 Phone: (216) 696-7310, Fax: 216-696-5119

Please return your IDP plan to Jenn Angelo by **Monday March 1, 2021** to jangelo@towardsemployment.org

