

**Celebrating
25 Years of
Leadership & Impact!**



Recruiting 25 new members:

- Direct invitation, visits and calls: January to May 2018
- Offer a one-time member rate to attend a program or free if a webinar or small program, if they join
- Direct mail in April to potential members and then call/visit follow up by board members and staff
- Host regional special roundtables in June as part of regional meetings and foundation openness sessions
- Bring a Friend to Events
- Offer \$25.00 off the Regular Member Rate for the Annual Conference for Members who secure a new member for us
- Recognize new members via social media and newsletters
- Significant outreach to national funders

Philanthropic Innovation Fund: - Prepare for June Solicitation 2018

An update to our Philanthropic Partners Program to have the Silver Year Challenge chaired by the Board Chair asking for the following investments:

- Investors increasing support from \$500 and \$1,000 to \$2,500
- Investors increasing support from \$2,500+ to \$5,000
- Investors increasing support from \$5,000+ to \$10,000
- Investors increasing support from \$10,000+ to \$25,000

Member Resources & Public Awareness:

- Release a report on 25 Years Looking Back & Leading Forward using the Foundation Center's new dashboard for philanthropic tracking of investments in West Virginia (Cost \$2,500). Provide highlights to the public and then make the deep dive information available to our members ONLY.
- Promote member accomplishments, news, and programs via all social media
- Initiate a media series to reach partners and nonprofits called: ***Philanthropy on the Frontlines***
- Share special stories and coordinate interviews with statewide and national media on the impact and work of the organization's members and the organization

Annual Conference:

- Upgraded Spirit of Philanthropy Awards Program with public invited and do ticket sales
- Recruit major sponsors around the \$2,500, \$5,000, \$10,000, and \$25,000 theme
- Invite founders to attend programs
- Release 25 Years Looking Back & Leading Forward