

Committee Chair: Bari Kessler

Members: Stacy Kinter, Alicia Barr, Becky Weber

Staff Liaison: Lane Caspar

Other Staff: Denise McCaffrey

PURPOSE:

The Resource Development Committee purpose is to identify and access available sources of funds and to develop marketing opportunities to support the mission and programs of the organization. The committee works with the Director of Communications and Development to oversee the development and implementation of the fundraising and marketing goals.

STRUCTURE:

The committee consists of two or more board members, the board president serving ex-officio, and the PCA Illinois Director of Communications and Development. This committee may also include additional non-board or staff members and may vary in total number of members depending on current fundraising or marketing projects.

MEETING SCHEDULE:

Regular meetings are held on the 2nd Tuesday of Feb, May, Aug, and November by teleconference at 8:30 a.m. Other meetings are scheduled as needed.

RESPONSIBILITIES:

- ◆ Manage a fund development program that will grow, sustain, and secure the organization
- ◆ Oversee marketing for the organization
- ◆ Evaluate the work of the committee and review goals and report progress at Board meetings
- ◆ Provide leadership in identifying resources for funding opportunities
- ◆ Engage board members in fund development efforts

GOALS FOR FY 2022

- ◆ Maintain 100% board annual giving
- ◆ Reach \$18,000 in Event Sponsorships
- ◆ Achieve 100% board participation in the PCA Illinois signature fundraiser
- ◆ Gain at least 10 new Facebook followers per month
- ◆ Maintain an average Facebook reach of 10,000 quarterly
- ◆ Make at least 15 educational social media posts per month
- ◆ Maintain 200 website visits per month with at least 1 click
- ◆ Send out at least 6 email blasts per year promoting our brochures
- ◆ Develop 4 secondary fundraising events per year
- ◆ Reevaluate the Grants Subcommittee
- ◆ Reach out to at least five new corporations for major sponsorships
- ◆ Report on the progress of the strategic plan goals the committee is responsible for