



2022 Philanthropy Plan

Goals and Implementation Strategies

- 1. Focused Major-Donor Stewardship.** This is the key to maintaining high donor retention and reactivating lapsed donors. Hosting special online and/or in-person events such as a luncheon, wine and cheese, etc. could provide opportunities to thank those donors and cultivate them for additional support to specific projects.

Objectives/Ideas:

- Continue to thank and cultivate major contributors from previous year, and years past
- Legacy Luncheon Event at Twin Owls donor in May
- Create additional events that model the Katherine Dines west side event, considering broader reaches and events at River Run, Headwaters Journey, etc.
- Increase full Board participation in thank you communications to donors at year-end and year-round via personal calls, emails, and notecards.

- 2. Launch a Mini-Capital Campaign to Support Grant Property Construction.** Campaign to provide financial support and backing for construction of staff housing at the donated Grant property.

Objectives/Ideas:

- Identify potential large donors for this project, begin quiet phase in April/May timeframe
- Refine TBD campaign brochure into ask document for fund-raising (May)
- Host event among interested Windcliff neighbors and housing advocates, hopefully on-site so potential local donors can have a vested and on-going interest (June)
- Major request to foundation(s) and/or individual(s) (August-September)
- Requests for in-kind support for equipment and furnishings (October)

- 3. Leverage Membership Momentum (Goal: Increase membership 20%).** In 2021, membership grew to 3,200 members, continuing upward trajectory that began in 2020. With right marketing and strategy, the membership program could see steady growth this year, becoming not only a stable and reliable revenue source but also a critical pipeline for growth in the major donor program. We will continue to leverage the new Premium Membership Level (\$50) with exciting membership campaigns and offerings throughout the year.

Objectives/Ideas:

- Implement *Member Spotlight* segment in newsletter and website; this has potential for greater membership engagement and to motivate others to join at higher membership level
- Hosting at least one large-scale outdoor member event during the summer season
- Implement a peer-to-peer membership drive, with an incentivized membership recruitment component (e.g. Bring in a new member and receive a free gift)
- Continue to leverage the Premium (t-shirt) Membership Level for growth and retention through exciting online campaigns to drive membership acquisitions and renewals.

- 4 member drives/campaigns planned through 2022 (more details to come)
4. **Two Project-specific Fundraising Campaigns in the range of \$50K-\$75K each.** Similar to the bear box and SAR vehicle campaigns of 2021, we plan to fundraise specifically for up to two park projects on RMNP's 2022 project request list. Campaigns will combine digital marketing and major donor development.
 - Select and conduct campaigns via email and website from project list.
 - Develop a list of new specific "causes" or items for which we can create campaigns.
 - Potentially fundraise for iconic bronze sheep statue and create donor awards
 5. **Develop Major Donor–Major Projects Matrix for Strategic Fund-raising.** This strategy is meant to match potential major donors with RMC projects to provide roadmap for cultivating donors for projects they are most likely to support. This is also key to reactivating major lapsed donors.
 - Identify list of long-term capital projects with enough information to add to an "ask" menu
 - Reconnect with at least five foundations to present updates and new menu.
 - Increase Board involvement in Park project selection process to prioritize and emphasize long-term strategic needs.
 6. **Planned Giving.** Given the incredible revenue successes experienced in 2020 and 2021 through estate gifts, we will continue to implement "soft sell" informational strategies around planned giving stories and examples and respond to requests for information with personal outreach.
 - Focus on bettering communication in newsletters, social media channels and on website
 - Capitalize on 2021 Annual Appeal letter's Planned Giving check-box
 - Compile list of best prospects, using Blackbaud's target analytics data (25-50 names)
 - Offer examples of PG by individuals (e.g. Cooper) and techniques (e.g. IRA beneficiaries)
 - Walt Borneman to write piece on Joy Cooper for distribution in our community
 7. **Develop Lead-Nurture Campaign.** Capturing leads (names and email addresses) and creating effective lead-nurture campaign (e.g. *Welcome Series* email campaign) will help to convert leads to members. This will also include license plate donors, Field Institute participants, volunteers, and contacts in our database who have not yet made an annual or membership gift. We will also continue to develop a digital strategy for growing and leveraging our social media channels for fundraising and converting followers into members and donors through lead-nurture tactics.
 - Refine mechanics of this in the database and begin to implement
 8. **Reactivate Past Major Donors.** Our goal is to reconnect with past donors that may still have alignment with the Conservancy. Conducting wealth screening and target analytics will help to segment our donor database and create our best prospect lists for annual giving and specific park projects – and inform asks to lapsed donors. We will also leverage special relationships of current and past board members to reconnect with donors who have generously supported the Conservancy in years past.
 - Reconnect with ten lapsed major individual donors and foundations
 - Bake this goal into other initiatives, such as major donor stewardship, planned giving, etc.