

**GALLATIN RIVER TASK FORCE
2015-16 Fund Development Plan**

FINANCIAL GOALS

2015-2016 Income Categories	2015-2016 Income Goals	2015-2016 % Total Income
Fly Fishing Festival	\$17,500	7.5%
Grants	\$214,866	87.5%
Membership	\$10,000	5%
Individual giving	As needed*	As needed*
Total Income	\$202,500	100.0%

*As needed to fund project work

STRATEGIC GOALS

- Diversify funding sources to minimize reliance on any single source of revenue
- Increase unrestricted revenues
- 100% giving by board and executive director
- 100% participation by board in some fundraising task.
- 2 new Board members to aid in major donor campaign/fundraising/events
- Develop an advisory council to help with special events and fundraising

2014-2015 FUND DEVELOPMENT STRATEGIES

- 1. Fly Fishing Festival**
Goal: \$17,500

- 2. Foundation and Government Grants**
Goal: \$214,866

- 3. Membership Program (See Attachment A for details)**
Goal: \$10,000

- 4. Individual Donations**
Goal: Strive to fund projects as needed.

- 5. Social Networking/Website/Newsletter**
Goal: Visibility and awareness/donations

- 6. Board Donations**
Goal: 100%

FUND DEVELOPMENT STRATEGIES CALENDAR

<i>Month</i>	<i>Action Steps</i>	<i>Who</i>
Ongoing	<ul style="list-style-type: none"> • Coffee, lunches of gratitude with major donors (minimum of 1 personal contact) • Membership outreach through other clubs • Media Outreach • Website • Membership certificates • Ads • Membership program management • Wild & Scenic Promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Board & Kristin • Staff & Board • Staff & Board • Staff • Staff & Board • Staff • Staff • Advocates/Board/Staff • Board & Staff
July	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Big Sky Fly Fishing Festival Planning • Work with Festival volunteers • Communicate new membership program to current members • Farmer's Market • Secure FFF sponsorships and auction items • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Staff • Board/Staff/Committee • Board, Staff & Volunteers • Board & Staff • Board & Staff • Board/Staff/Committee • Advocates/Board/Staff • Board & Staff
August	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Big Sky Fly Fishing Festival • Begin annual membership drive • Farmer's Market • FFF Sponsor/Donor/Vendor follow-up • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Staff • Board, Staff, Committee & Volunteers • Board & Staff • Board & Staff • Staff • Advocates/Board/Staff • Board & Staff
September	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Annual membership drive leading up to BSOA meeting • Farmer's Market • Donor follow up from FFF • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Staff • Board & Staff • Board & Staff • Staff/Committee • Advocates/Board/Staff • Board & Staff
October	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Personalized newsletter to major donors • Donor follow up from FFF • Begin 'The Great Gallatin Guide-Off' planning • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Staff • Staff • Staff/Committee • FFF committee, GRTF Staff • Advocates/Board/Staff • Board & Staff

November	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Annual Report • Annual Gift Membership Drive • Wild & Scenic promotion • River Access Improvement Project appeals • YCCF and SPCF grant applications 	<ul style="list-style-type: none"> • Staff • Staff • Board • Advocates/Board/Staff • Board & Staff • Staff
December	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Send annual report • Promote gift memberships • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Staff • Staff • Board & Staff • Advocates/Board/Staff • Board & Staff
January	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Big Sky Fly Fishing Festival Planning • 100% Board giving, with pledge and menu of ways to give • Past major donor thank you /meetings • Develop membership incentives • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Staff • Board/Staff/Committee • Board • Board & Staff • Staff/Board • Advocates/Board/Staff • Board & Staff
February	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Big Sky Fly Fishing Festival Planning • Develop membership incentives • Membership levels/names updated with money giving in place • Wild & Scenic promotion • River Access Improvement Project appeals • Meeting with Cinnabar Foundation 	<ul style="list-style-type: none"> • Staff • Board/Staff/Committee • Staff/Board • Board & Staff • Advocates/Board/Staff • Board & Staff • Board & Staff
March	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Big Sky Fly Fishing Festival Planning • Secure FFF sponsorships and auction items • Give Big Gallatin Valley Planning • Wild & Scenic promotion • River Access Improvement Project appeals • Cinnabar grant application 	<ul style="list-style-type: none"> • Staff • Board & Staff • Board/Staff/Committee • Staff • Advocates/Board/Staff • Board & Staff • Staff
April	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Big Sky Fly Fishing Festival Planning • BSRAD grant app • YCCF grant app • Consider spring appeal with outline of summer projects • Board to review current donors/members and develop list of prospects • Secure FFF sponsorships and auction items 	<ul style="list-style-type: none"> • Staff • Board/Staff/Committee • Staff • Staff • Board & Staff • Board • Board/Staff/Committee

	<ul style="list-style-type: none"> • Give Big Gallatin Valley membership drive • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Board • Advocates/Board/Staff • Board & Staff
May	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Big Sky Fly Fishing Festival Planning • BSRAD Q&A • PO Box Membership appeal if applicable • Mother's Day Flower Sale • Secure FFF sponsorships and auction items • Give Big Gallatin Valley Day • Wild & Scenic promotion • River Access Improvement Project appeals • SPCF Summer grant cycle • Conservation Alliance grant 	<ul style="list-style-type: none"> • Staff • Board/Staff/Committee • Staff/Board • Staff • Staff • Board/Staff/Committee • Board & Staff • Advocates/Board/Staff • Board & Staff • Staff • Staff
June	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • BSRAD Allocation • YCCF Notification • Board Review and Approve Budget • Board Review and Approve Fundraising Plan • Big Sky Fly Fishing Festival Planning • Identify Fly Fishing Festival volunteers • Prepare for new member drive • Secure FFF sponsorships and auction items • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Staff • Staff • Staff • Board & Staff • Board & Staff • Board/Staff/Committee • Board/Staff/Committee • Board & Staff • Board/Staff/Committee • Advocates/Board/Staff • Board & Staff
July	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Big Sky Fly Fishing Festival Planning • Work with Festival volunteers • Communicate new membership program to current members • Farmer's Market • Secure FFF sponsorships and auction items • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Staff • Board/Staff/Committee • Board, Staff & Volunteers • Board & Staff • Board & Staff • Board/Staff/Committee • Advocates/Board/Staff • Board & Staff
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September	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities 	<ul style="list-style-type: none"> • Staff

	<ul style="list-style-type: none"> • Annual membership drive leading up to BSOA meeting • Farmer's Market • Donor follow up from FFF • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Board & Staff • Board & Staff • Staff/Committee • Advocates/Board/Staff • Board & Staff
October	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Personalized newsletter to major donors • Donor follow up from FFF • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Staff • Staff • Staff/Committee • Advocates/Board/Staff • Board & Staff
November	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Annual Report • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Staff • Staff • Advocates/Board/Staff • Board & Staff
December	<ul style="list-style-type: none"> • Research/Apply Grant Opportunities • Send annual report • Promote gift memberships • Wild & Scenic promotion • River Access Improvement Project appeals 	<ul style="list-style-type: none"> • Staff • Staff • Board & Staff • Advocates/Board/Staff • Board & Staff

ATTACHMENT A
The Gallatin River Task Force Friends of the Gallatin Membership Plan

FY 2015 (July 2015 – June 2016) Goals:

- \$10,000 raised
- Recruit 40 new individuals
- Recruit 8 new businesses
- Retain 80% current membership
- Promote monthly giving option
- Develop membership incentives
- Plan and implement membership drive

Membership Levels:

Individual: \$25, \$100, \$250, \$500, and \$1,000 (mayfly, caddisfly, grasshopper, spruce moth, salmon fly) and Lifetime Member \$2,000 (The Headwaters Society)

Business: \$100 (bronze), \$500 (silver), \$1,000 (gold), (\$2,500) Platinum

Membership Benefits:

Individual: name recognition on website, ad in paper, brochures, email updates, annual report.

Business: name recognition on website, ad in paper, brochures, email updates, annual report, business name on sampling site signs

Time Period of Membership: 1 year from payment received

Membership Solicitation:

Membership Drive: Each board member and executive director solicit 5 to 10 people through one on one meetings, letters, gatherings etc. Contest for most members solicited. Date TBD.

Promote gift memberships: at the end of the year (November, early December)

Other: All public events, newsletters, website, Facebook and other outreach materials

Thank you procedure:

Individual

1. Immediate thank you card for tax purposes with personal note from board member or executive director
2. Gifts:
 - a. Mayfly (\$40): bumper sticker, hat
 - b. Caddisfly (\$100): bumper sticker, lightweight fleece
 - c. Grasshopper (\$250): bumper sticker, nano/vest/windstopper
 - d. Spruce Moth (\$500): nano jacket, bumper sticker
 - e. Salmonfly (\$1,000): logo'd cooler, bumper sticker

- f. **Headwaters Society (\$2,000): custom Bozeman Reel and rod or Bern Sundell print**
3. Thank you call for major donors (500+) and invitation for coffee/lunch/field trip

Business

1. Immediate thank you card for tax purposes with personal note from board member or executive director
2. **Business plaque for 500/1000 Sticker for 100/logo for signature line**
3. Platinum, Gold, Silver, or Bronze plaque on stream sign
4. Thank you call for gold memberships (500+) and invitation for coffee/lunch

Renewal: Renewal letter with annual report from board member or staff.