

DEVELOPMENT PLAN 2022

- DRAFT -



RMHC®

Madison

Keeping families close

2022 DEVELOPMENT PLAN

“Donors don’t give to institutions. They invest in ideas and people in whom they believe.” G.T. Smith

Forecasting during a pandemic is not an exact science. Lessons learned in 2020 made sure we planned with contingencies in mind. We understood that our mission, and messages of hope, resonated with donors and the community. Pandemics don’t eliminate medical crises for families, they just make them more challenging. Friends and donors responded to the call in 2021 to keep our doors open. Our team continued to shore up infrastructure, developed deeper channels of communication, strengthened relations with our McDonald’s mission partner and created a new event opportunity to share our story with a wider audience. And it worked.

In 2022, there is still much to be done in these core areas, so we continue to focus on capturing data, refine messaging, revise collateral materials and opportunities to reach new audiences who may be unfamiliar with the mission of this incredible organization. We understand RMHC-Madison has strong brand awareness but perhaps low brand understanding. Remediating that will be a priority.

As we launch the Development Committee and hire a Development Officer and Gift Processor, we are primed to diversify our funding model, strengthen relationships with healthcare providers, identify new prospects and corporate partners, reengage former ambassadors and community stakeholders who believe in our mission.

This development plan is a dynamic roadmap tied to 2022 Strategic Plan goals and the 2022 Budget. It serves as an engagement calendar and provides solicitation strategies to achieve desired outcomes.

2022 STRATEGIC GOALS

1. Improve Systems within the Development Department
 - a. In Q1, hire Development Officer and Gift Processor
 - b. By Q2, collaborate with Marketing Director to capture and boost accurate constituent data in Raisers Edge and Mailchimp
 - c. By Q4, finalize process and procedures manual for consistent data entry, gift processing, donation acknowledgement, performance measurement and reporting
2. Build Public Awareness of RMHC-Madison
 - a. Through Q2, collaborate with Marketing Director to identify “focus family,” gather impact stories and refine messaging which resonates with our audiences
 - b. By Q3, coordinate with Marketing Director to create “Marketing Toolkit” for Executive Director, Leadership Team members and Board of Directors to use with major giving, corporate partnership and planned giving programs
 - c. Through Q3, collaborate with Marketing Director to elevate media relations and public speaking opportunities for Executive Director, Leadership Team members and Board of Directors to increase visibility of RMHC
3. Achieve Financial Stability through Diversified Funding Model
 - a. Produce at least one new experience/appeal that inspires engagement and motivates donors
 - b. By Q3, co-produce networking and engagement map with key healthcare provider partners
 - c. By Q3, build corporate partnership program and create at least one new employee giving drive
 - d. By Q4, build strategy for third-party fundraisers and re-launch/begin at least one new effort
 - e. By Q4, build strategy for donor retention and lapsed donor engagement including BOH donors

2022 ANNUAL FUND BUDGET



**Ronald McDonald
House Charities®**
Madison

	2022 BUDGET	2021 ACTUAL	2020 ACTUAL	2021 % TO GOAL	2021 # GIFTS	2021 AVG GIFT
CORPORATION/FOUNDATION/ORGS						
McDonalds (RoundUp, Canisters, Happy Meals)	\$ 250,300	\$ 244,079	\$ 198,744	122%		
RMHC Global (vending, special grants)	\$ 1,500	\$ 6,606				
Corporations (no event sponsorships)	\$ 106,400	\$ 82,957	\$ 96,161	83%	35	\$ 2,370
Healthcare Partners (no sponsorships)	\$ 30,000	\$ 30,000	\$ 20,050	120%	3	
Foundations	\$ 145,000	\$ 162,740	\$ 86,634	203%	27	\$ 6,027
Organizations (churches, schools, service clubs)	\$ 2,600	\$ 2,743	\$ 4,537	55%	11	\$ 249
Grants	\$ 74,200	\$ 22,500	\$ 61,096	45%	4	\$ 5,625
Subtotal Corp/Found/Org	\$ 610,000	\$ 551,624	\$ 467,222	119%		
INDIVIDUAL DONATIONS						
Individuals (major donors, asks, general gifts)	\$ 135,000	\$ 137,322	\$ 92,705	137%	104	\$ 1,320
Online Donations (non-appeal gifts)	\$ 30,000	\$ 24,821	\$ 27,413	83%	231	\$ 107
Employee Giving (new)		\$ 993				
Recurring and EFTs	\$ 12,000	\$ 10,596	\$ 10,955	88%	226	\$ 47
Board Giving (new)	\$ 3,000					
Social Media Donations	\$ 15,000	\$ 13,474	\$ 16,156	90%		
Memorials & Tributes	\$ 25,000	\$ 17,874	\$ 16,221	119%	196	\$ 91
Bequests		\$ -				
Subtotal Individual	\$ 220,000	\$ 205,079	\$ 163,450	119%		
APPEALS & NEWSLETTERS						
Newsletter	\$ 15,000	\$ 20,867	\$ 19,332	104%	203	\$ 103
True Sense (Acquisition mailing program)	\$ 53,100	\$ 49,475	\$ 36,199			
TeamRMHC Chicago Marathon	\$ 3,000	\$ 900	\$ 1,525			
Send Love (cultivation/social engagement)		\$ 906	\$ 323		16	\$ 57
Mother's Day Appeal	\$ 3,000	\$ 400	\$ 4,545		8	\$ 50
Heart Wall Tiles	\$ 5,000	\$ 3,725	\$ 25,215		21	\$ 177
End of Year Campaign (\$120K in 2019)	\$ 220,000	\$ 267,508	\$ 237,775	134%	520	\$ 514
Subtotal Appeals	\$ 299,100	\$ 345,057	\$ 324,915	136%		
SPECIAL EVENTS						
3rd Party Fundraisers	\$ 30,000	\$ 9,025	\$ 12,785	36%	24	\$ 376
Water Slide-a-thon	\$ 8,400	\$ 8,200	\$ -	164%		
Cars Curing Kids	\$ 5,000	\$ 10,000	\$ 525	200%		
Rock Valley Golf Outing	\$ 85,000	\$ 84,265	\$ 67,915	120%		
RMHC Golf Classic	\$ 200,000	\$ 213,435	\$ 75,185	213%		
Subtotal Events (gross)	\$ 328,400	\$ 324,925	\$ 156,410	158%		
INDIRECT & PULL TABS						
United Way	\$ 20,000	\$ 23,551	\$ 18,746	94%		
Pass Through Organizations	\$ 18,000	\$ 18,877	\$ 17,168	126%		
Pull Tabs	\$ 4,500	\$ 4,472	\$ 2,386			
TOTAL Annual Fund	\$ 1,500,000	\$ 1,473,585	\$ 1,150,298	130%		

2022 ENGAGEMENT CALENDAR

DESCRIPTION	MONTH	PURPOSE	CHANNEL
Heartline E-Newsletter	January	Brand Awareness	Digital Social (monthly)
Send Love Campaign	February	Healthcare Cultivation Friendraiser	Social Print
Cooking Up Love	March	Corporate	Event (4-6 times annually)
McDonald's Gratitude Call	April	Mission Stewardship	Social Zoom
BOH Cookie Campaign TY		Appreciation	Social Digital Event
Volunteer Week	April	Appreciation	Social Mini event
Mother's Day	May	Appeal	Social Digital Print?
RMHC Birthday	May	Brand Awareness	Social
Rock Valley Golf Classic	June	Fundraiser	Event
Major Donor-BOH Appreciation	July	Donor Engagement	Event
Golf Classic & Red Shoe Soiree	August	Fundraiser	Event
Heart Wall Tile Campaign	September	Family Appeal	Social Digital Print
Heartline Newsletter-Annual Report (print version)	September	Brand Awareness	Digital Print
TeamRMHC Chicago Marathon	October	Friendraiser	Event
McDonald's Day of Change	October	Friendraiser Brand Awareness	In-Store
Gratitude Cards	November	Vol/Donor Stewardship	Print
Volunteer Appreciation	November	Stewardship	Event? Social
Giving Day	November	Corporate Cultivation	Cooking Up Love special event
End of Year Campaign	December	Appeal	Digital Print
Charity of Choice Drives	December	Friendraiser Brand Awareness	Social Digital
Round Up Challenge-Giving tree	December	Fundraiser Stewardship Brand Awareness	Social In-Person

2022 SOLICITATION STRATEGIES

Board of Directors

- Implement *Board Expectations & Standards*, discuss potential need for Board pledge form outlining participation, donor cultivation and annual giving
- Train Development Committee on 'Marketing Toolkit' and begin piloting for broader Board use

McDonalds Partners

- Strengthen relationships with O/Os and stores with at least one new cultivation experience
- Deliver assets focused on family impact stories and collateral to motivate stores and teams
- Identify opportunities to engage with McD stores to promote mission partnership

Healthcare Partners

- Assist in building relationship network maps, making introductions and building awareness
- Design opportunities for targeted docs and leadership to attend events and tours at House
- Strengthen Augies Lunches with Love as sponsorship opportunity and awareness builder

Corporations and Foundations

- Develop a list of foundations that have an interest in supporting organizations like RMHC
- Create partnerships outside of event sponsorships with experiences like *Cooking Up Love*
- Build Pop-Tab program as iconic promotional tool with local corporations and businesses

Major Donors

- Develop and implement a stewardship plan and build giving societies
- Identify prospects through strategic community and corporate partnerships
- Build planned giving page, materials and establish legal counsel to move program forward

Campaign Donors

- Create stewardship plan specifically designed for campaign donors to move to annual donors
- Develop materials to show donors how their campaign gift has impacted our families

Former Volunteers, Board Members and Founders

- Establish honorary society for founding members and legacy families
- Collaborate with House Director to identify meal groups and bring into fold, capture data

Guest Families

- Collaborate with staff to integrate guest family contact info into database systems
- Create a cultivation plan which includes capturing testimonials to keep families engaged

Special Events

- Identify new committee members to reach untapped donors, sponsors and future Board
- Expand third-party fundraising and increase community partnerships to promote RMHC