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| **ACTION INITIATIVE PLAN** |
| **Leader:** Greg**Team:** Deborah, Mark, Jane, LaQuanda | **Initiative:** AAB Development Committee**Due Date**:  | **Last Review:** **This Review:**10/25/2016 |  |
| **Objectives:**To sustain sufficient funding for alumni programming initiatives.**Key Deliverables:**1. Launch “Giving Tuesday” Initiative
2. Rename the “ Alumni Legacy” Fund
3. Provide opportunities for Donors to give at more significant and sustaining levels – for Banquet & Summits

**Cost:**TBD | **Action Steps** | **Today’s Status** | **Due Date** | **Cost?** | **Accountable** |
| 1. Develop project plan and timeline for “Giving Tuesday” Initiative
 |  | 10/29/2016 | None | Jane |
| 1. Work with Communications Manager to develop communications plan for “Giving Tuesday” Initiative
 |  | 11/4/2016 | None | Jamie |
| 1. Secure full support of CCSF Board of Directors for “Giving Tuesday”
 |  | 10/26/2016 | None | Mark |
| 1. Secure full support of Alumni Advisory Board for “Giving Tuesday”
 |  | 10/22/2016 | None | Greg |
| 1. Secure full support of CCSF Staff for “Giving Tuesday”
 |  | 10/27/2016 | None | Jane |
| 1. Evaluate results of non-merchandise “Giving Tuesday” and add year-end option, if warranted
 |  | 12/1/2016 | None | Greg |
| 1. Develop strategy to rename the “Alumni Legacy” Fund to better reflect intended use of donations
 |  | 11/4/2016 | None | Jane |
| 1. Work with Communications Manager to develop communications strategy for renamed Fund
 |  | 11/18/2016 | None | Jane |
| 1. Identify a portfolio of opportunities for Donors to give at more significant levels
 |  | 12/16/2016 | None | Greg (with Jane) |
| 1. Work with Communications Manager to develop strategy for promoting new and differentiated opportunities for Donors
 |  | 1/13/2017 | None | Jane |
| 1. Explore possibility of merchandise sale of bowties and scarves to coincide with 2018 Service Summit
 |  | 2/1/2017 | None | Jane |