



Fund Development Committee Annual Report 2023-2024

Purpose

Establish funding opportunities to ensure consistent revenue for activities and expansion of programming; Support League initiatives with foundation and corporate grant relationships; Work with the membership committee and the Madam President sub-committee.

Chair

Matthew Fransein

Committee Members

Wendy Thomas, Karin Turner, Lynn Staggs, Andrea Pemberton

Meeting Schedule

Monthly August - November; As-needed (difficulty in standard cadence)

Successes

- Secured \$30,000 from Charles & Lynn Schusterman Family Philanthropies for the Tulsa Voter Coalition effort
- Scheduled meeting opportunities for FY25 funding
- Collaboration with Membership Committee was a positive shift for Development

Challenges

- Capacity of the committee was limited due to the lack of individuals who did not have other active roles in the league. Any efforts regarding fundraising were left to the chair with as-needed support from others.
- Low board engagement with efforts toward fundraising through their networks or promoting appeal events
- No established purpose of ask - if LoWV seeks funding it should be toward specific initiatives such as the Voter Guide, TVC, voter registration activities, etc.
- Committee (and chair specifically) did not engage in individual solicitations and rather focused on organizational relationships and opportunities, leaving a gap.

- No strong system in place to encourage renewal donations or advocate fundraiser options.
- Due to capacity issues the development committee co-created the MP subcommittee alongside membership and communications. No MP took place in FY24 but will take place in Q2 FY25 with due time for planning and implementation.

General Recommendations for Incoming Committee

- Re: Committee structure:
 - Minimum 5 members
 - Mixture of members outside of leadership to ensure lessened time constraints
 - Encourage newer board members to join development - modify the committee scope to sound more enticing;
 - Specific skills for this committee:
 - Funder relationships
 - Entrepreneurial and willing to make asks/promote
 - Grant or general writing skills/interest
 - Has additional time to take on initiatives (MP)
- Re: Board Engagement:
 - Focused ask drafts provided to board members & one-pagers for impromptu grant or gift opportunities
 - Cross-pollinate committee members so there is representation and info from communications, programs, and membership (not just the committee chair)
- Re: Funding cycles/appeals:
 - Work alongside other committee chairs to create a realistic calendar of funding opportunities;
 - Make direct asks of board members to engage with funding opportunities (or bring to the committee) by providing them with all of the information they would need;
 - Ensure there is **some** board participation with reminders and benchmarks;
 - Work with Shai to create a recurring donation page and plan.
- Madam President:
 - This falls more toward team dynamic/size, however the Development Committee unless increased in size and capacity will have difficulty taking this on themselves.
 - The MP subcommittee consisting in structure similar to the nominating committee allows for a larger and multidisciplinary team. MP should consist of individuals with time availability and events planning interest or experience.
 - Minimum committee size 6-8.

Recommended Schedule of Events for 2024-2025 Committee

July 2024	Committee meets with current dev members for handover; designate functions & creates timeline; Meet with MP committee to catch-up. Send out sponsorship requests and request communications to begin prepping comms and marketing plans/materials/timeline.
August 2024	Committee focused on Madam President; final asks for sponsorships; work with membership on renewal opportunities.
September 2024	Madam President; Ideation and timeline for individual giving opportunities (online recurring, advocate fundraiser toolkits, end of year appeal, etc.) National Voter Registration Day (last Tuesday of the month)
October 2024	MP debrief meeting; Solicit board members for funding opportunities; finalize individual giving plans in coordination with comms and leadership
November 2024	Election Hangover Event
December 2024	Review/update funder materials and deadlines for Jan-March submissions
January 2025	Re-engage the board and establish dev. Committee priority asks based on projects, expansions, or other specific endeavors for better results than general operational donations.
February 2025	Coordinate with the board to begin identifying MP committee members; Presidents Day community fundraiser opportunity (crowdfunding, goal-based event)
March 2025	Finalize MP committee
April 2025	First MP committee meeting
May 2025	
June 2025	Venue, budget, and structure of MP determined