

Resource Development Plan

This Resource Development plan shall be used in conjunction with the program’s Strategic Plan, DEI plan, and Education and Community Awareness Plan.

In order to cultivate resources, this program must look to various channels of communication in order to establish relationships. Bringing in new financial resources, as well as sustaining existing resources, is a critical component of creating a successful program. Resource Development includes financial development and sustainability, and volunteer recruitment and retention. Each month, we will research and utilize National CASA’s marketing tools for various designated months and appreciation days.

Things to consider while implementing this plan

* Donors/grantors want:
  + Immediate acknowledgments or prompt personal gifts
  + Confirmation that their donations have been used appropriately
  + Information about what was impacted due to their gift
* Volunteer Recruitment and Retention requires:
  + Knowledge of CASA
    - Marketing/social media presence
  + Volunteer recognition
  + Acknowledgment of achievements

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Acquisitions** | **Local Businesses** | **Corporate Sponsorships** | **Current Volunteers** | **Past Volunteers** | **Grants** |
| **January** |  |  |  |  |  |  |
| **February** | Newspaper Article |  |  |  |  |  |
| **March** |  |  | Annual Report with Envelope | Quarterly Newsletter with appeal |  | Research Grant Opportunities |
| **April** | Social Media Blast – Child Abuse Awareness Month | Child Abuse Awareness Month Flyer |  |  | Direct mailing with Child Abuse Awareness Month appeal |  |
| **May** | National Foster Care Month |  | Direct Contact | Volunteer’s Day Cards –Certificate of Appreciation |  |  |
| **June** | Reunification Month |  |  | Volunteer Appreciation Event |  | VOCA Grant |
| **July** | Social Media blast |  |  |  |  | County Commissioner Appeal |
| **August** |  |  |  |  | Thank you postcards |  |
| **September** |  | Newsletter with Envelope |  |  |  | United Way Grant |
| **October** | Newspaper Article |  |  |  |  |  |
| **November** |  | Year-End Appeal | Year-End Appeal | Volunteer Appreciation gifts | Year-End Appeal |  |
| **December** | Social Media Year-End Ask and Holiday posts | Personal Calls; Holiday Cards | Personal Calls; Holiday Cards | Holiday Thank You Cards | Holiday Thank You Cards |  |