

FY2005 OPERATIONAL PLAN

DEVELOPMENT

GOALS & OBJECTIVES

GOALS	OBJECTIVES	ACHIEVED?		EXPLANATION
		Yes	No	
1. Increase funding and net income of all unit programs.	a. 3% Annual Growth in Membership.			
	b. Auction revenues of \$500,000			
	c. 11% growth in annual Major Donor \$\$\$			
	• Initiate regular upgrade mailing to WPT mid level donors.			
	• Staff or volunteer invite 30 new members to DC			
	• Add 4 new members to DC committee including 3 from outside Madison.			
	d. \$200,000 in project dollars. Solicit 5 large gifts for NEH match.			
	e. Foundation goal of ??? and ?? grants.			
	f. Corporate goals??			
	a. Update of operational plan quarterly			
	b. Two departmental brainstorming sessions.			
c. Invite 4 managers/producers to staff meetings				
d. Update of Dev Dept Be More uses.				
e. Target Report overview session by July 10.				
f. Volunteer staff meet with station depts. To assess needs and explain process-include presentation at Dev meeting.				
g. Begin recording Foundation gifts on Team Approach.				
h. Continue bi-weekly Dev Managers Meetings.				
i. Complete Friends of WHA-TV budget draft by May 15.				

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3. Communicate DTV opportunities and challenges to closest supporters /prepare for a DTV campaign as necessary.	a. Screen key donor, prospects & DTV lists with Friends board.			
	b. Hold DTV community receptions in 2 key cities & four major donors.			
	c. Establish foundation priority & hit list. Establish top 20 prospect list and meet with 5 new prospects.			
	d. DTV Demos to 30 key donors/educators/politics/technology people including 5 community fundraisers.			
4. Introduced new fundraising activities/enhance current programs/respond to demographic challenges.	a. Update Planned Giving marketing plan.			
	b. Prepare for Quilt Expo in Fall 2005.			
	c. Build Plan and Budget for web/phone integrated Auction bidding.			
	d. Assess membership program in light of declining membership. <ul style="list-style-type: none"> <li>• 1 test with membership rejoin effort.</li> <li>• Establish monthly tracking of key membership health indicators including active member counts at various giving levels.</li> <li>• One presentation on marketing to younger demographics.</li> <li>• Age overlay on membership file.</li> <li>• Continue emphasis on building Parents for Public TV.</li> <li>• Assess year long on-air messaging for membership.</li> </ul>			

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5. Reassess & strengthen major gift and project fundraising; increase station participation in fundraising.	<p>a. Participate in CPB Major Giving Initiative &amp; Update Major Gift and Planned Giving plan.</p> <p>b. Continue improvement in station participation in major gift fundraising.</p> <ul style="list-style-type: none"> <li>• Devote Brown Bag meeting to MGI.</li> <li>• 12 joint visits by station managers/producers with funders.</li> <li>• Staff personally invite 10 prospects to DC.</li> <li>• Participate in City Stories planning to make connections with key funders in target cities.</li> <li>• Meet twice with outreach to explore long range plans and funding opportunities.</li> <li>• Face to face meetings with 15 new "top" prospects.</li> <li>• Face to face meetings with 10 new "top 100" donors.</li> <li>• 1 station managers/dev staff orientation meeting to update top 50/100 funder list.</li> <li>• Establish priority list of corporate leaders and management meet with 5 CEOs.</li> </ul> <p>c. Strengthen Community involvement in major gift fundraising</p> <ul style="list-style-type: none"> <li>• Enlist at least one new board member with major gift fundraising experience.</li> <li>• DC committee invite 50 new members to DC</li> <li>• Add 4 new DC committee members (3 outside Madison)</li> </ul>			

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	<ul style="list-style-type: none"> <li>• Enlist 3 community leaders in Auction Ad Hoc activities.</li> <li>• Prospect events/screenings in 3 cities outside of Madison.</li> <li>• Major gift fundraising.</li> </ul>			
	<ul style="list-style-type: none"> <li>d. Continue emphasis on Project Funding.                             <ul style="list-style-type: none"> <li>• Solicit 5 NEH gifts.</li> <li>• Solicit 10 major project gifts.</li> <li>• Coordinate campaign for City Stories fundraising.</li> <li>• 3 early funder visits for possible future WPT projects... Cities, Korea, Birds, etc.</li> </ul> </li> <li>e. Fundraise with one new partner.</li> </ul>			
8. Cost savings initiatives.	<ul style="list-style-type: none"> <li>a. Review fundraising operations for efficiencies and quarterly financial updates on net revenue.</li> <li>b. Replace mailings with email alternative.</li> </ul>			