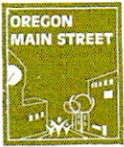


FUNDRAISING PLAN

Total Income/Operating Budget 2017 \$

Income Sources

Municipal Support	\$
All Downtown Businesses (retail, service)	\$
Businesses Outside of Downtown (industrial, retail, service)	\$
Residents (giving levels and local philanthropists)	\$
Civic Organizations (can include project support)	\$
Special Event Income	\$
Fundraising Event Income	\$
Special Projects Fundraising (streetscape, etc.)	\$
Grants (specifically applied for grants not corp. donations)	\$
Merchandise Sales (not related to special events)	\$
Other (please note specifically)	\$



Board Member Friend-Raising & Fund Raising Plan for 2018

Please create your personal plan by selecting from this "menu" of opportunities. This information will be treated confidentially. Please return your signed Development Plan to [executive director] by the next board meeting.

Goal: Increase awareness of the Main Street program and its programs; support communication with our stakeholders.

- ☐ E-newsletters and E-announcements – I will commit to forwarding to friends and colleagues.
- ☐ Facebook – I will visit the Main Street program page at least twice-weekly, "like" activities, comment on news posts, and share with my Facebook friends and invite them to "like" our main street program.
- ☐ I will visit our main street program's newsroom at least twice-weekly and share the stories on social media.
- ☐ Other ways I will support awareness and communication: _____

Goal: Increase personal "touch" with members and donors, build connections, demonstrate appreciation, and increase likelihood of repeat giving.

- ☐ Holiday cards – I will personally sign and send cards to donors who have given \$100 or more in 2016.
- ☐ Thank-a-Thon – I agree to call 5 members or donors in December to thank them for their support in 2016 (list provided by staff).
- ☐ Other ways I will build relationships & connections with stakeholders: _____

Goal: Introduce new prospects to our main street program in a relaxed setting such as a brunch, coffee, cocktail party or dinner as well as strengthen relationships with current donors.

- ☐ I will host _____ event(s) this year.
- ☐ I will bring _____ guests to an event this year.
- ☐ Other ideas I will use to cultivate relationships: _____

Goal: Introduce new prospects to our main street program at one of our key events that promotes our mission and results.

- ☐ Annual Meeting & Volunteer Recognition – I will bring _____ guests to the annual meeting and ensure their contact info is entered in the main street database.
- ☐ I will bring guests to one of our main street program events or programs and ensure their contact info is entered in the main street database.

Goal: Create and cultivate a donor prospect list.

- ☐ Year-end appeal – I will submit 5 names and contact information for the year-end appeal and write a personal note on the letter.
- ☐ I will help brainstorm a donor prospect list.
- ☐ I will help research major donors – who the prospect gives money to, if they believe in our mission, and best means to reach out.
- ☐ I will participate in a donor cultivation call or ask call.

Goal: Encourage estate planning that includes our main street program.

- ☐ I will help our main street program develop a Planned Giving program.
- ☐ I pledge to include our main street program in my estate planning.

Goal: Establish relations with Oregon foundations in support of grant requests.

- ☐ I will attend foundation visits and interviews.
- ☐ I will help write a grant request.

Goal: Expand corporate membership and sponsorships.

- ☐ I will brainstorm a list of potential business members and program sponsors and provide contact info.
- ☐ I will contact businesses to join or renew as a main street program business member or sponsor.
- ☐ I will purchase a business membership or ask my employer to purchase a business membership.

Goal: 100% of our Main Street Program Board Members make an annual cash contribution in an amount that is significant to them.

- ☐ I pledge a donation in 2016 in the amount of \$_____.
- ☐ I will make a monthly contribution on my credit card in the amount of \$_____ per month (sign up on the main street website membership page).

Board Member Signature

Date

Sample Fundraising Plan

STRATEGY	GOAL(S)	ACTION STEPS	WHO	WHEN	HOW MUCH
New Business Member Acquisition	\$20,000	1. Do 2 direct mail campaigns	Staff/volunteers	May & Sept	\$50
	100 new members @ \$200	2. Each board member recruits 1 member/month	Board	Monthly	\$0
Property Owners (EID renewal)	\$70,000	1.	Staff/volunteers	January	\$0
			Staff/volunteers	Jan.-March	\$50
Special Appeals	\$xxx - This is a project specific appeal (e.g., new banners)	1.	Committee		\$100 \$50
Special Events	\$5,000 – long term target for events to generate income		Promotion Committee		\$500
Major Donors	\$40,000 1 donor @ \$15,000 1 donor @ \$5,000 4 donors @ \$2,500 10 donors @ \$1,000	1. Research names of potential major donors	Staff/Board	On-going	\$50
		2. Create a special donor club w/special benefits	Organization Committee		
		3. Schedule a visit	Staff/Board		
		4. Follow-up w/personal letter	Staff/Board		
Foundations	\$xxx	1. Research and prepare a list of foundation prospects	Committee?	Jan	\$0
		2. Prepare and mail out proposals		Feb	\$100
		3. Follow-up		April	\$0
Planned Giving		Put ad about bequests in every other issue of newsletter	Staff	On-going	\$0
City Request	\$50,000	1. Prepare City request	Staff/Board	September	\$0
		2. Solicit support from stakeholders	Volunteers	September	\$0
		3. Attend City budget hearings	Board	Oct	\$0
		4. Attend Council meetings to support request	Board	Nov	\$0
Fundraiser	\$5,000 – new event/activity specifically geared to generate funds		Organization Committee	August	\$1,000
TOTAL INCOME	\$			TOTAL EXPENSES	\$2,350

DRA Fundraising Plan Year One (July 2011-July 2012)

STRATEGY	GOAL(S)	ACTION STEPS	WHO	WHEN	HOW MUCH
New Member Acquisition	12 @ \$100= \$1200	1. Do 2 direct mail campaigns 2. Each board member recruits 1 member/month	Staff/volunteers Board Org	Aug & Sept Monthly	\$25 \$0
Renewals	80 % renewals of 120 (96) @ \$100= \$9600	1. Call last year's unrenewed members, asking them to renew 2. Do 3 mailings to current members spaced 1 month apart	Staff/volunteers Board Org	January Jan.-March	\$50 \$125
Special Events	\$6,000	Annual Events Calendar or Banner Fundraiser	Promotions	Ongoing	\$7,500
Individuals	\$13,000 3 donors @ \$5,000=\$15,000 3 donors @ \$2,500=\$7,500 15 donors @ \$500=\$7,500	1. Research names of potential major donors 2. Schedule a visit 3. Follow-up w/personal letter	Staff/volunteers Board Org	On-going	\$500
Foundations	\$10,000 for feasibility study	1. Research and prepare a list of foundation prospects 2. Prepare and mail out proposals 3. Follow-up	Economic Restructuring Committee Staff	March April May	\$0 \$100 \$0
Planned Giving		Put ad about bequests in every other issue of newsletter	Staff	On-going	\$0
City Request	\$22,500	1. Prepare City request 2. Solicit support from stakeholders 3. Attend City budget hearings 4. Attend Council meetings to support request	Staff/Board Volunteers Board Board	March April May June	\$0 \$0 \$0 \$0
TOTAL INCOME	\$62,300 (+\$11,000 carry over)			TOTAL FUNDRAISING EXPENSES	\$8,300

DRA Fundraising Plan Year Two (July 2012-July 2013)

STRATEGY	GOAL(S)	ACTION STEPS	WHO	WHEN	HOW MUCH
New Member Acquisition	15 new members @ \$100	1. Do 2 direct mail campaigns	Staff/volunteers	Aug & Sept	\$50
		2. Each board member recruits 1 member/month	Board	Monthly	\$0
	\$1500		Org		
Renewals	100 @ \$100=	1. Call last year's unrenewed members, asking them to renew	Staff/volunteers	January	\$50
	\$10,000	2. Do 3 mailings to current members spaced 1 month apart	Board Org	Jan.-March	\$50
Special Events	\$8,000	Annual Events Calendar or Banner Fundraiser	Promotions	Ongoing	\$13,500
Individuals	\$34,000	1. Research names of potential major donors	Staff/volunteers	On-going	\$500
	4 donors @ \$5,000=\$20,000	2. Schedule a visit	Board		
	4 donors @ \$2,500=\$10,000 160 donors @ \$25=\$4,000	3. Follow-up w/personal letter	Org		
Foundations	\$10,000 for board training	1. Research and prepare a list of foundation prospects	Economic Restructuring Committee	Jan	\$0
		2. Prepare and mail out proposals	Staff	Feb	\$100
		3. Follow-up		April	\$0
Planned Giving		Put ad about bequests in every other issue of newsletter	Staff	On-going	\$0
City Request	\$22,500	1. Prepare City request	Staff/Board	September	\$0
		2. Solicit support from stakeholders	Volunteers	September	\$0
		3. Attend City budget hearings	Board	Oct	\$0
		4. Attend Council meetings to support request	Board	Nov	\$0
TOTAL INCOME	\$86,000			TOTAL FUNDRAISING EXPENSES	\$14,250

DRA Fundraising Plan Year Three (July 2013-July 2014)

STRATEGY	GOAL(S)	ACTION STEPS	WHO	WHEN	HOW MUCH
New Member Acquisition	5 new members @ \$100 \$500	1. Do 2 direct mail campaigns 2. Each board member recruits 1 member/month	Staff/volunteers Board Org	Aug & Sept Monthly	\$50 \$0
Renewals	60 @ \$100= \$6,000	1. Call last year's unrenewed members, asking them to renew 2. Do 3 mailings to current members spaced 1 month apart	Staff/volunteers Board Org	January Jan.-March	\$50 \$50
Special Events	\$10,000	Annual Events Calendar or Banner Fundraiser	Promotions	Ongoing	\$15,500
Individuals	\$41,500 5 donors @ \$5,000=\$25,000 5 donors @ \$2,500=\$12,500 160 donors @ \$25=\$4,000	1. Research names of potential major donors 2. Create a special donor club w/special benefits 3. Schedule a visit 4. Follow-up w/personal letter	Staff/volunteers Board Org	On-going	\$500
Foundations	\$15,000 for capital campaign	1. Research and prepare a list of foundation prospects 2. Prepare and mail out proposals 3. Follow-up	Economic Restructuring Committee Staff	Jan Feb April	\$0 \$100 \$0
Planned Giving		Put ad about bequests in every other issue of newsletter	Staff	On-going	\$0
City Request	\$22,500	1. Prepare City request 2. Solicit support from stakeholders 3. Attend City budget hearings 4. Attend Council meetings to support request	Staff/Board Volunteers Board Board	September September Oct Nov	\$0 \$0 \$0 \$0
TOTAL INCOME	\$95,500			TOTAL FUNDRAISING EXPENSES	\$16,250



Oregon Main Street Network

A healthy, thriving downtown or neighborhood commercial district is an asset to any community. This is especially true if the community is endeavoring to preserve its historic character, sustain or grow its local economy, and create or retain jobs. Oregon Main Street provides resources, education, training, and services that preserve and enhance the built environment, protect local heritage and cultural resources, and stimulate the economic vitality of participating communities.

Oregon Main Street uses the successful Main Street® methodology developed by the National Street Center as its foundation for assistance. This approach emphasizes four critical areas of revitalization: *organization* helps everyone work towards the same goals and maximizes involvement of public and private leaders within the community; *promotion* brings people back downtown by helping to attract visitors, shoppers, and investors; *design* enhances a district's appearance and pedestrian amenities while preserving its historic features; and *economic vitality* stimulates business development and helps strengthen the district's economic base.

Meeting the Needs of Oregon Communities

An important objective of Oregon Main Street is to provide assistance to all communities in Oregon whether they are just beginning to explore options for their downtown or seeking national recognition as an accredited Main Street® town. To accomplish this, services are offered through a tiered system. The levels include:

Main Street Track

Exploring Downtown is for communities just starting out and who want to use the Main Street Approach® to downtown revitalization. Emphasis at this level is building a strong organizational base to support long-term efforts. Interested communities may join at any time by completing a brief application form.

Transforming Downtown is for communities who are using the Main Street Approach® but need technical assistance to take them to the next level. Participation at the Transforming Downtown level does not guarantee selection as a designated Main Street community, but it can help communities strengthen their revitalization efforts. Application rounds are held as resources permit.

Performing Main Street is the most prestigious of the three levels of the Main Street Track and is for organizations that are successfully using the Main Street Approach® as the basis for their downtown revitalization efforts. Communities at this level are recognized by Main Street America™ and are eligible for National Accreditation. Application rounds are held as resources permit.

Associate

The **Associate** level is for communities that do not wish to become a designated Main Street community or wish to apply the Main Street Approach® in a non-traditional commercial setting. Communities participating at this level receive notification of workshops and conferences sponsored by Oregon Main Street and are invited to participate in the listserve. Interested communities may join at any time by completing a brief application form.

A summary of the requirements and services is shown on the following table.

Oregon Main Street At-A-Glance

	<i>Associate</i>	<i>Exploring Downtown</i>	<i>Transforming Downtown</i>	<i>Performing Main Street</i>
<i>Requirements</i>				
Traditional Main Street District		X	X	X
Use Main Street Approach®		work toward	X	X
Independent Organization		work toward	X	X
Adequate Operating Budget		work toward	work toward	X
Employ FT Executive Director - *@ least PT in towns with population over 2500		work toward	X*	X
Attend Workshops/Trainings/Conference	1 req./2 yrs.	1 req./yr.	X	X
Serve as Mentor as Requested by OMS			X	X
Meet National Accreditation Standards			work toward	X
Current Main Street America® member		recommended	X	X
Provide Annual/Qtrly. Progress Report	annual	annual	quarterly	quarterly
Comply with state and national policies			X	X
<i>Services[†]</i>				
Main Street 101		X	X	
Start-up Visit		X	X	
New Exec. Director Hiring Assistance		X	X	X
New Exec. Director Orientation		X	X	X
Assist. w/ Mission/Vision Statements		X	X	X
Board Training		X	X	X
Committee Training		X	X	X
Work Plan Assistance		X	X	X
Program Evaluations			X	X
Main Street Refresh			X	X
Main Street Network Meetings (3/yr)			X	X
Quarterly Workshops (3/yr)	X	X	X	X
Technical Assistance			X	X
Oregon Main Street Conference	X	X	X	X
National Conference Scholarships			X	X
Public Relations		X	X	X
Telephone Consultation	X	X	X	X
Main Street America® Membership -1 st yr			X	X
Resource Lending Library		X	X	X
ListServe Access	X	X	X	X
Reconnaissance Level Hist. Bldg. Survey		X	X	X
Excellence in DT Revit. Awards		X	X	X

[†]Types of services local programs may be eligible for depending on available state resources and local community progress in implementing a downtown revitalization program.

Oregon Main Street Description of Services

The following is a list of services provided by Oregon Main Street. This list is not comprehensive, but should provide a general understanding of the basic services provided. Services are available to communities upon request and availability of the Oregon Main Street staff and other resources.

Training and Professional Development

Main Street 101: Available to any Oregon community

Oregon Main Street can visit your community and provide a brief overview of Oregon Main Street and the overall approach to downtown revitalization. Ideally, various community organizations and community members will attend the meeting. In preparation, attendees should be familiar and have reviewed information available on the Oregon Main Street website.

Quarterly Workshops: Available to organizations in the Oregon Main Street Network

Oregon Main Street offers up to four quarterly trainings to all of our Main Street communities. These training sessions will cover a wide variety of topics including design education, market analysis, fundraising, marketing, and promotion. Workshops are rotated throughout the state. All staff, board members, and volunteers are welcome to attend based on space available.

Executive Director/Program Manager Meetings: Available to Performing Main Street and Transforming Downtown programs

Three mandatory meetings are held for Main Street Executive Directors and Program Managers annually. These meetings involve sharing of ideas, discussion of problems, and additional training in such areas as creative financing, planning effective promotions, and Board development. Meetings are rotated throughout the state.

Board Roles and Responsibilities Training: Available to organizations participating in the Main Street Track

Oregon Main Street will work with each downtown organization's board to clearly review the role of the non-profit Board and the role of staff and committees.

Committee Training: Available to organizations participating in the Main Street Track

Oregon Main Street staff is available to conduct 90-minute workshops for each of the 4-standing committees based on the Main Street Approach®. The workshops cover the main areas of responsibility of the committees, who typically serves, roles and responsibilities of the chair and committee members, and introduction to work plan development.

New Executive Director/Program Manager Orientation: Available to organizations in the Main Street Track

The Executive Directors/Program Managers learn about the Main Street Approach, the Oregon Main Street coordination, how to report monthly economic gains, how to use the Resource Library, and to review the requirements of the program.

Oregon Main Street Conference: Open to all communities in Oregon

This popular biennial conference features lectures, workshops, breakout sessions, discussion groups, walking tours, and panel presentations. It offers participants a range of technical training and opportunities to share information about downtown and neighborhood commercial district revitalization techniques. All speakers are specialists or volunteers actively involved in traditional business district revitalization and historic preservation.

Scholarships: Available to Performing Main Street and Transforming Downtown programs

Scholarship assistance is made available to each new or Accredited Main Street Community to use toward a volunteer attending the National Main Street Conference. The Oregon Main Street Program expects that the local program will budget for the Executive Director or Program Manager to attend the Main Street Now Conference annually.

Membership in the National Main Street Center: Available to Performing Main Street and Transforming Downtown programs

It is a requirement that all Accredited National Main Street Communities are members of the National Main Street Center. Communities receive access to "Members Only" area of the NMSC website, discounts to attend the National Main Street Conference, and monthly newsletters. Dues are \$250 - \$350 per year. If your program is not currently a member, the Oregon Main Street Program will pay this membership fee for the first year that a community is designated a Performing Main Street or Transforming Downtown program. In the second year, the local program is required to pay these membership dues.

Specialist Services and Technical Assistance

Start-up Visits: Available to communities at the Exploring Downtown and Transforming Downtown levels

Start-up visits are scheduled shortly after a community has been selected for the Transforming Downtown level, to work with the Board of Directors in establishing a nonprofit organization, set up of their local Main Street office, and review the organization's by-laws. We also review the requirements of the Oregon Main Street Program and training schedule for the year.

Developing Mission and Vision Statements: Available to Main Street Track organizations

A basic premise for any organization is to understand and state a clear mission, or purpose for the organization. A vision statement is developed to build community consensus as to how downtown should be improved. Oregon Main Street Program assists with mission statement development and facilitates a four-hour vision statement development session.

Assistance in Hiring a downtown Executive Director: Available to organizations in the Main Street Track

While it is totally a local decision as to who is hired to serve as the Executive Director or Program Manager of the local Main Street organization, the Oregon Main Street Program can assist the community by helping outline a hiring process, developing a job description, providing information to free job listing services, and participating in interviews.

Development of a First Year Work Plan for downtown: Available to organizations in the Main Street Track

Oregon Main Street Program staff will facilitate community work plan sessions to identify projects, tasks, budgets and timelines for each of the four Main Street Committees.

Local Program Evaluation: Available to Performing Main Street and Transforming Downtown programs

At the end of their first year in the program, and every three years thereafter, Oregon Main Street will conduct a one or two day Local Program Evaluation with Oregon Main Street staff or independent consultants. The team reviews the work plan and meets with the Board and Committees to celebrate successes of the program and give recommendations for future programmatic work.

Customized Technical Assistance: Available to Performing Main Street and Transforming Downtown programs

Technical assistance provided beginning in year two of the local program will vary depending on the community's needs. Experts are contracted to work in the community for 1 to 2 days, accompanied by an Oregon Main Street staff person. The local Board of Directors and staff will work with Oregon Main Street to help define the focus for the visit. Oregon Main Street establishes attendance requirements to ensure broad

information exchange at the local level. Programs must be in compliance with Participation Agreement requirements to be eligible for this assistance.

Main Street Refresh: Available to Performing Main Street and Transforming Downtown programs

The Main Street Refresh is an intensive 6-month process to help organizations focus their downtown revitalization efforts. Communities will be selected for the service based on a competitive application process. The Refresh will include developing a vision for downtown, webinar of the Main Street Refresh for board and committee members, pre-site visit surveys and market analysis, on-site workshop to identify transformation strategies, and follow-up assistance to develop work plans.

Telephone Consultation: Available to communities participating in the Oregon Main Street Network

Oregon Main Street staff is available to the local Executive Director/Program Manager, as well as board members, for telephone consultation and advice on any downtown issue.

Access to the Oregon Main Street Resource Library: Available to communities in the Main Street Track

Oregon Main Street has a downtown revitalization library and Four-Point file with sample projects and ideas. Information from the Resource Library or Four-Point file system is provided at no fee to communities. Communities are responsible for replacement costs of any lost material.

Reconnaissance Level Historic Survey: Available to communities in the Main Street Track

Reconnaissance level historic surveys are offered by Heritage Program summer staff as time and resources permit. The purpose of the RLS is to help communities identify what historic resources they might have in the downtown and whether there are buildings or districts that might be eligible for the National Register of Historic Places.

Communications

Access to the Oregon Main Street List Serve: Available to all communities in the Oregon Main Street Network

The Oregon Manager's List Serve is the place to share ideas and ask questions from the network of Performing Main Street, Transforming Downtown, Exploring Downtown, and Associate level participants.

Public Relations: Available to Main Street Track communities

Regular coverage and exposure about each community's program and progress will be included in Oregon Main Street's media releases, blog posts, social media, website, and other marketing materials.

Excellence in Downtown Revitalization Awards: Available to Main Street Track communities

All "Main Street Track" level communities are eligible to submit nominations for outstanding achievements in each of the four areas of the Main Street Approach®. Awards will be presented during a special celebration either in conjunction with the state conference or fall workshop.

Use of Main Street America™ logo: Available to Performing Main Street and Transforming Downtown programs

The Main Street America™ logo is available for use only by nationally accredited, designated, or affiliate programs.