

RESOURCE DEVELOPMENT PLAN - NEXT STEPS

| Organizational Structure | |
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| | <ul style="list-style-type: none"> • Determine the types of resource development activities that can be supported by Prop 10 tax revenues (e.g., staffing, events, etc.). <ul style="list-style-type: none"> ○ Are there limitations to seek funds from individual donors as opposed to corporate sponsorships or customary grant seeking? • Survey other First 5 commissions to gather information on: <ul style="list-style-type: none"> ○ Fund raising efforts and lessons learned. ○ How they are dealing with declining revenues and resource development. • Explore process and implications of establishing a 501(c)3 organization to support First 5 and research other successful models. <ul style="list-style-type: none"> ○ Give consideration to what extent fundraising activities could be supported by existing philanthropic umbrella organizations. ○ Identify challenges/concerns or examples of fundraising boards changing direction. • Explore the Commission’s desire and/or willingness to change its organizational culture. <ul style="list-style-type: none"> ○ Determine what role, if any, the Board of Supervisors plays in how the Commission decides to proceed. |
| Raising Awareness & Community Engagement | |
| | <ul style="list-style-type: none"> • Develop marketing/messaging and public relations plan to increase public awareness. • Compile longitudinal data on First 5 investments, e.g. total number of children who attended preschool as a result of First 5 investments. |
| Capacity Building | |
| | <ul style="list-style-type: none"> • Identify any available resource development capacity building funds/grants. |
| Resource Development Committee | |
| | <ul style="list-style-type: none"> • Establish an ad hoc Resource Development Committee. <ul style="list-style-type: none"> ○ Nominate Chair of committee and identify membership composition. • Goals of committee: <ul style="list-style-type: none"> ○ Develop recommendations for resource development approach(es). ○ Develop plan for how funds raised would be used. |