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**CAPITAL AREA CASA ASSOCIATION  
2010 DEVELOPMENT PLAN**

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**OVERVIEW**

Capital Area CASA Association's development plan is designed to create a broad based stream of revenue to sustain the program now and in the future. It addresses the pursuit of immediate funding for operating costs and building or facility costs, as well as more long range development programs.

The overriding goal of Capital Area CASA Association's development plan is to become less dependent on grant revenue by increasing unrestricted operating funds to support the organization's mission and goals. This will be accomplished by expanding existing and creating new development programs.

In 2010, CASA's development plan will focus on acknowledging donors and strengthening relationships with donors after our successful capital campaign. The fundraising committee of the board of directors provides leadership for Capital Area CASA Association's development activities with staff support from the executive director. The 2010 fundraising committee members include Roy Hebert, Chair; Nicki Anzelmo-Skelton; Debbie Lamb; Sean Malone; Jeremy Rogers and Michelle Lorio St. Martin.

**CURRENT DEVELOPMENT PROGRAMS**

**ANNUAL GIVING**

Annual giving generates unrestricted operating funds through board members, fundraising volunteers and staff soliciting donations from individuals, corporations and foundations in the community. Donors are given an opportunity to fulfill their pledge by making multiple payments throughout the year and they are also given the option to make a multi-year pledge. Personal face to face solicitations have the best rate of positive response. An annual gift request is typically \$1,000 minimum.

**BOARD AND STAFF GIVING**

One of the first questions a prospective donor often asks is, "Do all board and staff make a financial contribution to your organization?" 100% board and staff participation is critical to the success of CASA's fund development endeavors. Board and staff are expected to make a donation or pledge by December 31 each year so the next year's fundraising efforts always begin with 100% participation.

**BUILDING FUND**

CASA's building fund provides funds restricted by the Board of Directors to ensure the organization has an adequate, appropriate and safe facility from which to operate. In January 2004, the Board of Directors established a building reserve and approved a cash management policy which outlines how and when these funds can be used. Specific fundraising appeals to

increase the building fund balance are developed and implemented as needed. In 2009, CASA completed a capital campaign to fund the construction of a new facility.

### **DIRECT MAIL**

Direct mail generates unrestricted operating funds via solicitation letters mailed to prospects throughout the year. Direct mail does not target prospects identified for other appeals such as annual giving or Casas for CASA sponsors. There are three goals for direct mail.

- Acquire new donors.
- Sustain donors and develop regular donors who may give several times a year.
- Upgrade donors to a higher level of giving.

Board members are asked to provide prospect lists for direct mail fundraising and to personalize letters to their prospects.

### **GRANTS**

Grant funds are usually restricted by the grantor for the specific program expenses outlined in the proposal. Capital Area CASA Association pursues government and private sector grant funds at the local, state and federal levels on an ongoing basis. Staff is responsible for researching and identifying potential grantors, writing and submitting grant proposals and preparing and submitting all required reports after funds are received. Board authorization for grant proposals is sometimes required.

### **SPECIAL EVENTS**

Special events generate unrestricted operating funds for Capital Area CASA Association.

### **CASAS FOR CASA**

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The organization's signature event is an annual playhouse fundraiser instituted in 1995. The event includes several components.

- **SPONSORSHIPS**  
Sponsoring individuals or businesses are included in event publicity and receive tickets to CASA Fiesta.
- **CASA FIESTA**  
A party to kick off Casas for CASA generates funds in several ways:
  - Ticket purchases
  - Donations (from RSVPs – “cannot attend but my donation is enclosed”)
  - Silent auction purchases
- **PLAYHOUSE RAFFLE**  
Raffle tickets are sold before and during the three week event.

Casas for CASA is a large special event requiring the efforts of all board and designated staff for success. All board members are required to serve on a Casas for CASA committee and a separate document outlines detailed duties and responsibilities of board and staff. Board members are asked to solicit sponsorships and auction items and to sell raffle and Fiesta tickets.

## **CRAWFISH ON THE CLOVER**

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This event is hosted by the LSU chapter of Kappa Alpha Theta with proceeds donated to CASA. Board members are asked to purchase tickets and attend the event.

## **PROPOSED DEVELOPMENT PROGRAMS**

### **ENDOWMENT FUND**

There are many definitions of an endowment fund, the simplest being capital that provides income for an institution. Endowment funds can be tailored to best meet the financial needs of the institution for which they are created. Capital Area CASA Association's 2007-2009 strategic plan calls for the Board of Directors to adopt a policy regarding and the establishment of an endowed fund.

### **PLANNED GIVING**

Planned giving is an organized program to cultivate potential donors who will give an estate gift to CASA. Planned gifts are usually transmitted through a legal document such as a will, trust or insurance policy. A planned gift program integrates sound personal financial and estate-planning concepts.

Capital Area CASA Association does not have an organized planned giving program at this time but has received one significant planned gift to date. Fundraising research indicates that it takes five years from the time an organization starts a planned giving program until they either receive their first planned gift or know that the organization has been included in a donor's estate plan.

This is another area where each board member can be asked to participate by including Capital Area CASA Association in their estate planning documents.