

YES! Initiative Action Items

2019-2020 YES! Initiative Goal: \$100,000

Action Steps	Who is Responsible	Due Date
1. 100% Commitment from Board	All Directors	11/8/19
2. Subcommittees meet now* a. Entry Levels b. Outside Marketing	a. Lynda, Mike & Shirley b. Anna and Gary Jander	Report/Recommendations due 11/15/19
3. Develop artwork based on Alan's design for pins	Debbie	ASAP
4. Approve final pin design and send to vendor	Roy and staff	11/15/19
5. Board meets via ZOOM to review/approve subcommittee recommendations	All Directors	11/19/19 @ 4:30 p.m.
6. Revise promotional materials based on Board direction and send to printer	Debbie/Jenn	11/26/19
7. Design and produce awards, if applicable (certificates, plaques, etc.)		12/2/19
8. Develop marketing materials (PowerPoints, scripts, fact sheet, etc.)		12/2/19
9. Develop orientation for Directors & Ambassadors for Review by Pres & ED	Pete	12/10/19
10. Ask others to join you with a gift; invite them to become a campaigner	All Directors	12/13/19
11. Present orientation via ZOOM to Directors & Ambassadors	Pete	1/21/20 @ 5:00 p.m.
12. Gather names of other potential donors; forward to Jenn	All Directors	1/27/20
13. Launch YES!		2/8/20

1. Subcommittees

- a. Lynda, Mike and Shirley to look at different entry levels where you can come in
 - i. SLP: reduced entry level for SLP members
 - ii. Individuals: \$500 entry level to stay the same but what initial donation triggers the “donor” pin? \$25? \$50? \$100?
 - iii. Clubs: \$500 entry level to stay the same but what initial donation amount triggers the “donor” pin? \$100? \$150? \$250?
 - iv. Organizations: Is the \$500 minimum giving level too low?
 - v. Develop “Model club” concept for club giving
- b. Anna and Gary J to look at outside marketing
 - i. Slightly different materials for outside donors
- c. Debbie and Jenn to revise materials
 - i. Add language for entry level “welcome gift” i.e., first level donor pin designed by Alan