

ACTIVITIES	WHEN	WHO	HOW
<b>Individual Giving</b>			
1. Major gift prospect interaction	Monthly prospect management meeting		
2. Create Giving Society			
3. Maximize Database	Monthly reports to track lapsed/increased/decreased		
4. Convert more event donors into Annual Fund			

<b>Messaging</b>			
1. Sizzle exercise with board	September board meeting		
<b>Events</b>			
1. Strategize prior to event to identify 3 prospects for follow up			
<b>Grants, public and private</b>			
<b>Corporate</b>			

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