

ALA BARC/F&A FY20 Investment Update

Date 10/10/2019

Investment DEVELOPMENT

FY20 Strategic and Operational Priorities and Investments

What are your strategic and operational priorities in light of the prior three years' (FY17-FY19) operational and financial results?

1. Fill the position of Assistant Director for Major Gifts
2. Continue to work to maximize the possibilities connected to Salesforce, including donor tracking and especially reporting
3. Work with the new Executive Director to identify new opportunities for larger scale funding partnerships

FY20 Key Initiatives and Desired Outcomes

What are your top initiatives that your department plans to undertake in light of those priorities? What outcomes constitute success?

1. Launch a major gifts program
2. Continue to refine Annual Fund efforts and identify ongoing opportunities to raise money from individuals
3. Continue to recruit Legacy Society and 1876 Club members

Key Assumptions/Risks/Opportunities

What assumptions are inherent in your plan? What risks are you watching in light of those assumptions? What additional opportunities do you anticipate may appear that may impact your plan?

1. External factors are making fundraising more challenging, including the impact of the tax law, wealth inequality and a shrinking middle class, and the looming threat of recession
2. Changes to ALA structures or staffing could impact fundraising and membership
3. A new Executive Director as the face of the Association could open the door to many new opportunities