

Seward County CASA
Resource Development Committee Goals and Mission Statement

Mission Statement: The Resource Development Committee is committed to being consistently and constantly involved in the total process of public relations and fundraising affairs and to continually work toward creating an every-growing constituency in support of the Seward County CASA program.

Purpose:

- To create awareness and understanding, with the intention of motivating individual donors to provide support for the Seward County CASA program.
- To cultivate relationships and build trust with the intent to motivate the community to support the Seward County CASA Program.

Responsibility:

- Conduct ongoing individual, organizational and institutional fundraising projects.
- Develop awareness and understanding of the organization.
- Cultivate and maintain relationships
- Build and maintain trust
- Motivate individual donors and the community at large to support the program
- Create an every-growing constituency that supports the program on an ongoing basis.

Goals for 2005:

Recognize those that make a donation

- Ensure that a prompt thank you note is sent
- Offer the donor the opportunity to have their photo in the newspaper

Publish the minutes of the Board meetings in the form of a story in the newspaper

- Ask the Seward County Independent to cooperate at no charge
- Appoint someone to be responsible for getting the story to the newspaper soon after each meeting

Ensure that the Seward County Independent reports about the Annual Light of Hope event.

- Contact the newspaper 1 month in advance
- Contact the newspaper 1 day in advance
- Take digital photos of the event for use on website and newspaper

Increase involvement in the Talent Show

- Send out a postcard/invitation to all addresses in Seward County
- Send a special invite to attend to all donors

Participate in the Annual Holiday Boutique

- Ask the sponsors of the gun show to include information about our boutique in their marketing
- Help solicit businesses to participate
- Ask the Chamber of Commerce and other organizations to promote members to attend the event

Keep a current, active list of donors and provide that list to all Board members.

Expand on the mail campaigns already in place for the program.

Advertise about the program's need for volunteers by asking all place of worship in Seward County to include inserts in their bulletin explaining what CASA is and the need for volunteers.