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***2017 DEVELOPMENT COMMITTEE
HANDBOOK***

CONFIDENTIAL

MARCH 2017

LAKE CHAMPLAIN COMMUNITY AWESOME ORGANIZATION

BURLINGTON, VT

TABLE OF CONTENTS

<i>DEVELOPMENT COMMITTEE MEMBERSHIP</i>	3
<i>THE ROLE OF THE DEVELOPMENT COMMITTEE</i>	4
<i>THE CASE IN BRIEF</i>	5
<i>COMMITTEE PLANNING TIMETABLE</i>	7

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DEVELOPMENT COMMITTEE MEMBERSHIP

In formation; as of March 1, 2017

Grant Leibersberger, Committee Chair

Pending Invitations

List names here (ie. Jill, Vivien, etc.)

Smart Mark, Executive Director

Competent Caroline, Development Coordinator

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THE ROLE OF THE DEVELOPMENT COMMITTEE

The Development Committee is responsible for steering Awesome Organization towards a sustainable fundraising model in its new home on the waterfront of Lake Champlain, and it will strategically set the tone and vision for all AWESOME ORGANIZATION fundraising and community presence efforts. The committee is responsible for the planning, implementation, and coordination of the Annual Development Plan, and works with the Executive Director, Development Coordinator, and Board of Directors to assure goals are achieved. The Development Committee is responsible for the following tasks:

- Supporting implementation of the development plan and fundraising goals, and ensuring that staff has resources needed to execute plan;
- Identifying and cultivating relationships with donor prospects, and helping forge connections between staff, board members, and prospects (foundations, corporations, individuals);
- Assisting staff with implementation of the donor stewardship plan, including performing stewardship activities as agreed upon in the plan and commensurate with gift levels;
- Generating creative ideas for implementing the development and stewardship plans (e.g. appeal campaign themes, unique event ideas, acknowledgement ideas, etc.)
- Reporting progress towards plan goals to the board;
- Determining and providing training and tools for the board to be effective fundraisers;
- Contributing to a culture of philanthropy throughout the Board and organization, and setting an example through personal philanthropy and actions.

Time Commitment

- Monthly meetings on the second Friday of every month at 8am
- Brief personal meetings or scheduled phone calls with AWESOME ORGANIZATION staff, donors, or volunteers as needed
- Attendance at key fundraising events TBD (e.g. Rock the Dock, Fall Gala, etc.)
- Other volunteer assistance as available

THE CASE IN BRIEF

The mission of the Lake Champlain Community Awesome Organization (AWESOME ORGANIZATION) is to encourage and celebrate the responsible use and long-term stewardship of Lake Champlain by fostering educational and recreational opportunities for all members of our community regardless of age, gender, race, physical ability, or financial means.

Over the last 22 years, the AWESOME ORGANIZATION has grown into a vital community resource providing education, recreation, and access to Lake Champlain to over 6,000 community members annually. The AWESOME ORGANIZATION serves as one of the only organizations in Vermont providing direct access to Lake Champlain, and in collaboration with our community partners, the AWESOME ORGANIZATION is creating a diverse community and culture focused on lake stewardship and empowerment.

After two decades of remarkable growth on Burlington's waterfront, the AWESOME ORGANIZATION embarked on a capital campaign in 2014 to construct a new Community Waterfront Campus and Sailing Education Center that will inclusively engage our diverse waterfront community and create a new generation of lake stewards. Thanks to generous community support of over \$5 million, our new facility is currently under construction and slated to open in 2017. We are excited that our new facility will be a key part of transforming the face of the Burlington Waterfront, ensuring public access, and expanding the community's connections to Lake Champlain.

In collaboration with over 80 local organizations and schools, we deliver mission-based programs, which are designed for youth development and people with disabilities. Our award-winning, hands-on educational programs are taught to school-age youth throughout the year. Other programs offered include boat rentals and storage as well as a variety of sailing and paddling classes for youth and adults. All of our programs balance water recreation, accessibility, environmental education, and inclusion.

For over 20 years, the AWESOME ORGANIZATION has been working toward its vision of a permanent home on Burlington's waterfront, and we are closing in on our capital campaign goal to fund construction of our new facility. As we look forward to the next 20+ years of operation in the new Community Waterfront Campus and Sailing Education Center, the AWESOME ORGANIZATION has identified three major areas for support through fundraising efforts, which will accomplish significant strategic goals and will ensure the organization is financially secure for generations to come.

1) Annual Support

Every year, the AWESOME ORGANIZATION provides over \$250,000 of programming that is funded by philanthropy. For every two people who pay a fee to enroll in our camps, rent our boats, or take a course, one person is able to take part thanks to the generosity of a donor. Fundraising ensures that we do not compromise our public service to the community by supporting the McConnell Scholarship Fund and our partnerships with local nonprofits and schools, and is responsible for a critical percentage of our organizational budget.

2) Capital Campaign Phase II Objectives

While the new building is under construction, and the capital campaign to build the facility is almost complete, our job is not done. Filling the building with new, vibrant programming and replacing and expanding our fleet requires additional human and capital resources beyond construction costs. As we move from the heavy lift of funding the bricks and mortar of our capital campaign, which is the foundation of our vision, we need funders and partners who can help us realize our ambitious plans to get 10,000 people on the water each year by 2020 and help us bring our new facility to life!

More detail here...

3) Sustainable Campus Initiative (\$500,000)

In the new facility, the AWESOME ORGANIZATION will set a precedent of sustainability and create a model “learning center” to exemplify energy conservation, sustainability, and stewardship. To achieve this, AWESOME ORGANIZATION has developed a multi-year Sustainable Campus Initiative to demonstrate sustainable design and maximize the positive effect our local sailing and waterfront community has on the environment.

The overall goals of the initiative are to showcase the first zero-energy designed waterfront facility that meets the Architecture 2030 Challenge and achieves Net Zero energy utilization; reduce boating related pollution and demonstrate a commitment to environmental stewardship through an informed campus and boatyard design; integrate a sustainability-based value system into daily operations; and improve user impacts with respect to understanding and behaviors regarding local and global environmental issues. Phase One of the initiative – capital investment in the net zero design and components of the facility – was funded in 2016 and is underway. Phase Two is in development, and will launch in 2018.

Committee Meeting Timetable

Time Period	Meeting Date & Time	Meeting Agenda	Follow up Tasks for Campaign Staff
March 2017	March 17, 2017 8 am	•	•
April 2017	April 14, 2017 8 am	•	•
May 2017	May 12, 2017 8 am	•	•
June 2017	June 9, 2017 8 am	•	•
July 2017	July 14, 2017 8 am	•	•
August 2017	August 11, 2017 8 am	•	•

September 2017	September 8, 2017 8 am	•	•
October 2017	October 14, 2017 8 am	•	•
November 2017	November 10, 2017 8 am	•	•
December 2017	December 8, 2017 8 am	•	•

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