



## 2025 Development Committee Plan

**Mission:** Provide pathways to end youth homelessness

**Vision:** All youth will feel safe, valued, and supported while reaching their full potential. This begins with meeting their basic needs and leads to giving them the tools to thrive.

**Development Committee Objective:** Ensure transformational relationships with community experts are cultivated. Oversee fundraising opportunities per 2025 Operating Plan.

**Chairs:** Paul Moore

**Members:** JJ Slag, Don Phillips, Nicole Koeb, Julie Cole

**Staff:** Nikki Kalvin, LaChelle Williams

### 2025 Focus

- Cultivating Major Gifts
- Marketing New Facility
- Meeting Annual Fundraising Goal
- Social Media Messaging
- Additional Committee Members

### Meeting Schedule (virtual second Friday 9am to 10am)

- January 2025 Fundraising Plan Review, Naming Plan Review and Annual Marketing Plan Review
- February – Marketing Plan for New Facility, Review Year End Data, Trends, Opportunities
- March – Cultivating Major Gifts Initiatives
- April – Naming Plan progress review, Gala Board Needs, Discuss Summer Appeal or Campaign
- June – Mid year Fundraising plan review, Next steps in Major Gifts,

- August– Fall events review and Board needs, Year end giving discussion
- September – Naming campaign check in, Fundraising plan check in and any pivots for year end
- November - 2025 Accomplishments, 2026 Goals