

**ACTION PLAN for S.M.A.R.T. GOAL**

The Fundraising Committee will meet to come up with up with at least 2 new events to address 50% of our expected budget shortfall by the September board meeting

**Benchmark for Success**

Planning of two fundraising events/programs by September. Additional fundraising contributions of 50% of budget shorfall

**Evaluation Plan**

<b>Strategic Action Description</b>	<b>Party Responsible</b>	<b>Begin Date</b>	<b>Due Date</b>	<b>Resources Required</b>
Fundraising Committee Established	John	07/07/20	08/10/20	members
Fundraising Planning Meeting	John	08/10/20	08/31/20	members
Review current fundraiser plans	committee	07/07/20	08/31/20	
Choose 2 fundraisers	committee		09/15/20	
Board approval of new fundraisers	JOhn		09/15/20	
plan fundraising programs	committee		10/15/20	
Market fundraising programs	PR		11/15/20	
executive fundraising programs	committee		07/31/20	

**Potential Hazards**

Lack of interest in fundraiser events by members or patrons. Venue procurement. PR of events. Expense ratios of events.

**Additional Notes**