

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

The Annual Campaign Committee will expand sponsorship opportunities to address 50% of our expected budget shortfall through use of online or virtual technologies to create additional opportunities or patrons by December board meeting

### Benchmark for Success

Increase contributions to annual campaign by percentage of anticipated budget shortfall for 2020-21 up to 50%. 100% of goal would be to achieve 50% of budget shortfall.

### Evaluation Plan

Monitor income through annual campaign monthly. Monitor annual campaign expenses monthly. Review total income at the end of the calendar year.

Strategic Action Description	Party Responsible	Begin Date	Due Date	Resources Required
Establish Annual Campaign Committee	Steve	07/07/20	08/10/20	Members, email, zoom
Planning meeting	Steve	07/20/20	08/10/20	Member, email, zoom, prior lists
Establish sponsorship levels	committee	07/20/20	08/31/20	previous reports
Establish Playbill advertising Plan	committee	07/20/20	08/31/20	season schedule
Establish new contribution programs	committee	07/20/20	08/31/20	
Prepare platforms for delivery	steve	07/20/20	09/15/20	financial records
Prepare platforms for donations	Steve	07/20/20	09/15/20	banking, financial records
Prepare materials for delivery to patrons	committee	08/10/20	09/15/20	printed materials, online resources, season schedule, envelopes
Establish kickoff for campaign	committee	08/10/20	09/15/20	
Materials distributed	committee	09/01/20	10/31/20	email lists, mailing list, stamps, social media
Personal solicitations of sponsors	committee	09/01/20	12/31/20	time, volunteers, background info.
Contributions received	Treasurer	10/01/20	12/31/20	banking supplies, database
Thank you notes	President	10/01/20	01/31/21	cards, stamps
Tax receipts	Treasurer	12/31/20	01/31/21	letterhead, stamps, database

### Potential Hazards

Lack of response due to new delivery methods or recession. Confusion with new technologies. Uncertain season schedule. Insufficient time/resources delays kickoff. Insufficient time for responses. May need to delay or repeat in spring.

### Additional Notes