

## Selection Criteria

- the impact your participation represents in terms of new/expanded/improved services to address an identified need or opportunity
- your plan to measure and report specific outcomes participating in the Match will help make possible.

In order to give the hard-working people of our community a better chance at employment and/or advanced education, we propose opening a clothing bank which will offer free interview-appropriate clothing to those who are unable to afford proper attire but are seeking employment or attending college. The clothing bank, targeting low to middle income families in Wayne County, will be located at the Martha Dwyer Center, a centrally-located building that is easily accessible by city bus. The first of its kind in the community, the clothing bank will answer an unmet need that is restricting economic growth for the community's lowest-paid individuals.

After our initial start-up boosted by the Challenge Match, we will cover the cost of the clothing bank through donations. Our year-round communication and solicitation plan will include a diverse funding mix of grants and donations from churches, corporations, Foundations, and individuals. In-kind as well as monetary support will be sought.

We will measure success through pre and post-tests that will identify the increase in income resulting from gainful employment or additional education attainment for the families that participate. Post-testing will continue annually for five years to gauge the long-term effectiveness of the organization. These results will be shared with our donors, volunteers, and the Foundation staff on a continuing basis.

Outcome: improved employment or education attainment which results in higher income

## **What is your plan to achieve your match goal?**

### **OUR PLAN**

#### **Previously**

To further educate the community on the vital services we provide we will employ a three-prong approach that builds on our current outreach/fundraising work. Earlier in the year, we sent a mailing which included a brochure detailing our services, a personalized letter into which was woven a poignant story from one of our clients, and an explanation of how the donor's money was used.

#### **Moving forward: Prong One - August through November**

After receiving confirmation that we have been accepted as a partner in the Challenge Match campaign, we will begin setting up face-to-face informational meetings with our Top Priority Donors. During these visits, we will update them on the use of their previous gifts, explain the opportunities presented by the Challenge Match, and encourage their increased giving during the Challenge Match period. On November 6, our board members and staff will begin making follow-up phone calls to solicit their gifts.

Those donors who have lapsed, have given sporadically, or whose gifts are smaller will receive a personalized letter on November 3 asking them to consider making their annual gift during the Challenge Match Period. We will also encourage them to increase their giving by at least 10% this year, showing them how even a small increase can help us reach our goal. In order to personalize this request, the letters will be signed by and have a personal note from one of our board members.

#### **Prong Two - October 28**

Realizing we can't grow simply by doing what we've always done, we will also be reaching out to those who have not yet contributed to our organization. By way of introduction, an open house will be held at the center. We will entice attendees with door prizes and local treats, give tours of our facilities, facilitate meetings between them and our clients, and have information videos playing throughout the building. Staff will be on hand to welcome our potential donors and to answer questions. Donation envelopes will be available for our visitors to take home.

Following the open house, a personalized letter reminding them about our organization, and services, will be sent along with a 'thanks for attending' note. These letters will also be signed by board members. Both letters will have a call to action stating our goal, the purpose of our fundraising effort, and the dates during which their gift can be matched.

**Prong Three - November 1 - 13**

The goal of this prong is to continue to build awareness of our organization with the general public - and to remind donors of the wonderful opportunity the Challenge Match presents.

In conjunction with the mail campaign, we will prepare a press release for local newspapers and radio stations and will broadcast the good news through our newsletter and social media outlets. During the campaign, we will keep the public updated through social media.

Continuing with our plan to make at least three non-solicitation touches with our donor before we make another ask, we will conduct a 'thank you' letter writing and phone calling campaign immediately following the close of the Challenge Match period.

We will reach out to our donors again early in the year to share with them the impact their giving during the Challenge Match had, to tell them what lies ahead in 2018, and to encourage their continuing support of our mission.