

ENA Development Team Action Plan

Introduction

The purpose of this Action Plan (Plan) is to provide a strategy for raising funds to support various ENA activities, to identify responsible parties for carrying out the actions described herein, and to chart progress toward achieving plan goals. This Plan will list various events and activities that the Development Team (Team), with ENA Board approval, has prioritized to raise funds for various activities and efforts, such as Reed College Plane maintenance, safety studies, etc.

Development Team First Priorities – 2020

1. Summarize and take stock of all ENA related fundraising, including efforts done by various committees.
 - a. Avoid duplication
 - b. Take advantage of overlapping goals or messages
 - c. TO DO: PH will query ENA Board members and compile list.
2. Create an ENA Fundraising Calendar
 - a. Living document accessible to ENA Board members
 - b. Includes major fundraising events, as well as key dates involved in prepping for those events
 - c. Includes major holidays and seasonal events to coincide (or avoid)(e.g., Eastmoreland Neighborhood Sale, 4th of July, etc.)
 - d. Includes other (non-ENA) type events to avoid fundraising conflicts (e.g., Duniway auction, Holiday Home Tour, etc.)
 - e. Task leader and team members
 - f. TO DO: Matt T. will create.
3. Reed College Place Parkway Fundraising Event
 - a. Hold on RCP (and Duniway or adjacent participating homes if wider space needed?)
 - b. Hold on mid-August Saturday?
 - c. Include food, beverages, speakers, music, info/fundraising booths
 - d. Collect entrance fee or donation, or sell food/drink: also solicit additional donations
 - e. Proceeds go to RCP tree pruning and greenway maintenance
 - f. Combine with Welcome Committee calendar event
 - g. Event leader and team members
 - i. Develop Gantt chart leading up to event
 - ii. Outline sub-chores (e.g., permits, neighborhood approvals, equipment, food, etc.)
 - iii. Music, activities
 - h. TO DO: Chris S. will lead, Paul H. and Allyson P. will help; need to solicit

- i. Note: this event does not rule out other, direct solicitation for funds to support RCP, as had been done in the past.
- 4. Eastmoreland Garage Sale Fundraiser
 - a. Solicit garage sale items from residents (pick up or drop off)
 - b. Have one or more homes collect items and sell them, with all proceeds going to the ENA
 - c. Also sell ENA merchandise
 - d. TO DO: Paul H. will develop idea and solicit helpers

Development Team Second Priorities/Ideas

- 5. Eastmoreland Movie Night
 - a. Hold at Moreland and/or Studio One Theaters
 - b. Evaluate fundraising potential and possible package ideas
 - c. Schedule special movie (e.g, holiday or family theme) or use first-run film
 - d. Paul H will develop
- 6. Eastmoreland Golf Tourney Fundraiser
 - a. Hold at Eastmoreland GC
 - b. Market as win/win for GC and ENA
 - c. Chris S. will develop
- 7. Wine tasting fundraiser
 - a. Hold at local home, local wine venue, or WV winery
 - b. Solicit local winery/wine expert involvement
 - c. Matt T. will develop
- 8. Merchandise development and sale
 - a. T-shirts, mugs, other materials
 - b. Sell as fundraiser at events and/or online
 - c. Allyson P. will lead
- 9. Explore Grant opportunities (Team)
- 10. Explore Neighborhood Auction/Dinner Event (Team and ENA Board)

Needs

The Development Team needs people to join their group and agree to lead or support various activities. Expertise and experience in some aspects of event planning would be helpful.