

# Issues—Fundraising

## Fundraising

Fundraising

Branding

Evolution

Facilities

- **Broadening and Diversifying the Support Base:** ECH has benefitted greatly from a great donor. Now the challenge is to build a much broader and deeper base of individual supporters in the \$500-10,000 range.
- **Campaign Needed:** Building a sizeable individual donor base that contributes \$400-500k annually is a big challenge. A concerted, long term effort will be needed to identify and recruit so many new donors to El Centro Hispano's Family Circle, or some similarly named society of supporters.
- **Other Sources of Funds:** The other \$200-300k needs to come from governments, foundations, local corporations and fees. Each source needs a strategy and individualized attention.
- **Board:** Needs to assume a significant fundraising role.



Community Partners:



# Implementation Plan - Evolution

Action	Timing	Owner
Board -- Vote to amend the bylaws from ten members to 20. Identify two possible board members per board member, discuss Pages 22 and 23 from “Board matters” to frame needs. See also action item list for specific assignments for each board member.	May 1st Board meeting	The Board
Agree on a succession plan process in conjunction with Isabel and Judy.	Summer 2014	The Board
Recruit and bring in at least two new Board members by the time of the Gala.	October 2014	The Board with Isabel/Judy/Anne’s help
Establish Board committees - Fundraising, Facilities, Governance / Nominating.	Fall 2014	The Board with Isabel/Judy/Anne’s help



Community Partners:



# Issues—Evolution



**Evolution means change and El Centro Hispano’s whole program needs to develop and deepen, as the organization strives for continuity and moves to overcome the common nonprofit reality of a Starvation Cycle (see Bridgespan literature).**

- **The Board** -- Now have a ten-member Board with two vacant seats. The Board needs to be larger, with a broader experience base. While retaining its cohesion, the Board needs to embrace a “governing” role (see Boards Matter article), becoming a leadership partner with Isabel and Judy, focusing more on fundraising, and helping with business planning and other key elements of the mission.

# Next Steps

- Board approve the strategic plan.
- Agree on priorities for implementing actions.
- Review the implementation plans at each Board meeting - monitor and update target dates.
- Continually update implementation plans.
- Continue to identify additional issues to be addressed and added to the plan.
- Investment spend to grow fundraising.