

Action Planning

Urban Economy Project - FINANCIAL SUSTAINABILITY

Priority of Focus	Strategies/ Activities	Expected Outcomes	Resources/ Supports Needed	Lead/Team	Time Frame	Progress/ Adjustment
Diversify our funding streams.	<p>1. Expand our individual donor base.</p> <p>2. More inst' funders.</p>	<p>1. Increase our donor base by 50%.</p> <p>2. Add two new inst' funders.</p>	<p>1. System to track donors.</p> <p>2. Individuals who can introduce us to funders.</p>	<p>1&2 Cathy Sunshine, Dev. Director</p> <p>Board Chair, Fundraising Chair</p>	<p>1. End of year 3.</p> <p>2. End of year 2.</p>	<p>1. Year 1 – Salesforce has donated a donor tracking system.</p> <p>2. Year 1- We have a list of prospects.</p>