



Action Plan 2018/19 – 2020/21

CRITICAL ISSUE: Lack of sufficient revenue.

GOAL: To increase revenue from third party sponsorship, corporate donations and fundraising by 10% annually.

INTENDED OUTCOMES / RESULTS:

- 1) To create a plan to identify corporate donation and fundraising opportunities.
- 2) To create a plan that identifies the actions needed to pursue the selected opportunities
- 3) The creation of a program to be implemented annually to increase sponsorship by a minimum of 10% per year

ACTIVITY & DESCRIPTION	ACTION STEPS	PEOPLE (Lead, Supports, Involved)	TIMELINES (Start / End)	RESOURCES (add in Spring annually)		STATUS / PROGRESS TOWARDS RESULTS
				Financial	Other	
1. Form a Sponsorship, Corporate donations and fundraising committee.	1. Contact members who have shown an interest in volunteering and identify if they have the applicable skills, experience and or training.	LEAD: Rob Adams MEMBERS: INVOLVED (& in what way, for what)	YEAR: 2018 START: May 1 st END: May 28 th	None		Potential committee members have been contacted and several have shown interest in being a part of the committee. Completed
2. Set up a meeting of all interested in joining the sponsorship, corporate sponsorship and fundraising committee.	1. Determine a date that works for everyone. 2. Provide documentation prior to the meeting to be reviewed.	LEAD: Rob Adams SUPPORTED (Committee): INVOLVED (& in what way, for what):	YEAR: 2018 START: May 28 th END: June 1 st	none		Meeting set for June 1 st to explain where we are at in the strategic planning process. Completed



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2a) Hold a meeting to go over all aspects of the committee and its purpose.	1. Review the reason this committee exists and its intended outcomes and results. 2. Complete the action plan 3. Delegate the three sections of this committee to the people best suited for each	LEAD: Rob Adams MEMBERS: Chuck Brimmer, Sean Clipston and Dylan Flux INVOLVED (& in what way, for what):	YEAR: 2018 START: June 13 th END: June 13 th	None		Action plan draft created and ready to be finalized. Decision was Made that Rob Adams and Dylan Flux will oversee sponsorship, Chuck Brimmer will oversee corporate donations and Sean Clipston will head fundraising. Next meeting set for July 18 th Completed
Contact third parties to aid in the generation of sponsorship revenue.	1. Decision made by the board to contact outside parties to aid in sponsorship. 2. Contact third parties to enquire about services. 3. Decide on which if any third party opportunities to pursue.	LEAD: Rob Adams / Dylan Flux MEMBERS: Chuck Brimmer / Sean Clipston INVOLVED (& in what way, for what): Board for approval	YEAR: 2018 START: July 18 th END: October 31 st	Determine the percentage we can offer as incentive to third parties.		Board informed committee to proceed with contacting third parties. The committee has met and discussed next steps. First third party to be contacted next week. Committee will investigate who else offers similar services and will investigate all relevant options.



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3a) Set deadlines for when sponsorship prices and packages are to be set for the following year.	<ol style="list-style-type: none"> 1. Create dates on which sponsor prices and package types will be set. 2. Decide what will be included in sponsor packages 3. Create date on which sponsorship packages will be produced. 4. Create sponsor thank you letter 	<p>LEAD: Rob Adams / Dylan Flux</p> <p>MEMBERS: Chuck Brimmer / Sean Clipston</p> <p>INVOLVED (& in what way, for what): Board for approval</p>	<p>YEAR: 2018</p> <p>START: August 8th</p> <p>END: October 31st</p>	Pricing to be determined partially based on the club's financial position.	Market average for like sponsorship.	Next meeting date yet to be determined.
3b) Create guidelines for sponsorship such as deadlines for signing up in ice sponsors and set dates to approach certain types of sponsors.	<ol style="list-style-type: none"> 1. Create sponsor sign up timelines for each type of sponsor opportunity. 2. Create an excel file that charts when to speak with which sponsors and where they stand in their sponsorship contracts. 	<p>LEAD: Rob Adams</p> <p>MEMBERS: Dylan Flux, Chuck Brimmer, Sean Clipston</p> <p>INVOLVED (& in what way, for what):</p>	<p>YEAR: 2018</p> <p>START: August 1st</p> <p>END: October 31st</p>	none		All sponsor records are beginning to be compiled in one central location to ensure accurate communication with sponsors. Time lines for sponsor sign up to be finalized by October 31 st .



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3c) Create standard sizing and specifications for sponsorship signs to allow for easy installation and removal. Coordinate with building and grounds as to the best options for mounting signs.	Set a meeting with the building and grounds committee to determine optimal specifications for signage to allow ease of installation and ability to rotate sponsors.	LEAD: Rob Adams MEMBERS: Chuck Brimmer, Dylan Flux, Sean Clipston INVOLVED (& in what way, for what): Building and grounds committee about signage size and mounting specs.	YEAR: 2018 START: August 1 st END: September 30 th		Current signage dimensions being sold to sponsors	Buildings and Grounds committee has been informed of our intent. Meeting to be set and document listing all specs to be created.
4. Create Member & Sponsor incentive program	a) Establish sponsor program whereas members that use our sponsors may be eligible for discounts and incentives b) Work with Membership committee to build program into their member value proposition where those that use sponsors and submit	LEAD: Rob Adams MEMBERS: Dylan Flux, Chuck Brimmer, Sean Clipston INVOLVED (& in what way, for what):	YEAR: 2018 START: Sep 2018 END: May 2020			



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	receipts/proof will be eligible for prizes/gifts. Explore possibility of annual free membership to draw winner					
5. Create a plan to identify corporate donation opportunities	Create a plan that outlines the steps that will be used to locate the corporate donation opportunities which will be ran by the curling club each year.	LEAD: Chuck Brimmer MEMBERS: Rob Adams, Sean Clipston and Dylan Flux INVOLVED (& in what way, for what):	YEAR: 2018 START: September 1st END: November 30 th			Not yet started
6. Create Plan to Identify Fundraising opportunities	Create a plan that outlines the steps that will be used to locate the fundraising opportunities which will be ran by the curling club each year.	LEAD: Sean Clipston MEMBERS: Rob Adams, Dylan Flux	YEAR: 2018 START: September 1st			Not yet started



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		and Chuck Brimmer INVOLVED (& in what way, for what):	END: November 30 th			
7. Create guidelines to determine which Corporate donations warrant pursuing	Create a set of guidelines that describes how to determine which corporate donations are most likely to be successful as we can not target every single one.	LEAD: Chuck Brimmer MEMBERS: Rob Adams, Dylan Flux and Sean Clipston INVOLVED (& in what way, for what):	YEAR: 2018 START: October 1st END: December 31 st			Not yet started
8. Create guidelines to determine which fundraising opportunities warrant pursuing	Create a document that spells out how much money a fundraiser would need to generate per man hour of time needed to make it successful	LEAD: Sean Clipston MEMBERS: Chuck Brimmer, Dylan Flux	YEAR: 2018 START: October 1st			Not yet started



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		and Rob Adams INVOLVED (& in what way, for what):	END: December 31st			
9. A) Begin Identifying corporate donations and determining which ones warrant pursuing further. B) Once the appropriate donations are chose the committee will proceed to gather the necessary documentation and will submit the applications in a timely manner.	1. Use the guidelines set out to identify eligible corporate donations 2. Use the guidelines to choose which corporate donations the club will pursue for the year 3. Use proper procedures to apply for donations.	LEAD: Chuck Brimmer MEMBERS: Rob Adams, Dylan Flux, Sean Clipston INVOLVED (& in what way, for what):	YEAR: 2018 START: January 1st END: TBD			Not yet started



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10. A) Begin Identifying fundraisers and determining which ones warrant pursuing further. B) Once the fundraisers for the year are decided the committee will begin setting up sub committees to run each event.	1. Use the guidelines set out to identify appropriate fundraisers 2. Use the guidelines to choose which fundraisers the club will pursue for the year 3. Create committees to pursue, organize and run each fundraiser.	LEAD: Sean Clipston MEMBERS: Rob Adams, Dylan Flux and Chuck Brimmer INVOLVED (& in what way, for what):	YEAR: 2018 START: January 1st END: TBD			Not yet started