

MDC Strategic Plan 2004-2010
Theme 4: Resource Development and Allocation Committee

HIGHLIGHTS & ACCOMPLISHMENTS 2004-2005

What we have done:

- Overview of Strategic Planning Process and implementation guidelines
- Review Strategic goals in Resource Development and Allocation theme area
- Define concept for the development of a 'fundraising' software
- Delineate categories for software to correspond with MDC Capitol Campaign initiatives

Where we are:

- Creation of fundraising database
- Review developed categories and subsequent fields
- Develop fundraising database demo
- Define access, user(s), and management of database

Future steps:

- Develop fundraising strategies and materials
- Provide training to cadre of employees to become MDC spokespeople
- Define MDC teams of fundraising 'experts'
- Work cohesively with other Strategic Planning sub-committees to ensure scope of mission, and achievement of goals and objectives