

Banquet Strategy: 1) LIST; 2) Strategy to make PERSONAL CONTACT (ESTABLISH/CULTIVATE RELATIONSHIPS)

Leadership Teams towards Banquet April 27, 2010

Banquet Team

- I. **Sales/Investors Team** (Paul DeFelice; Emma McDonald; Karen Machell)
 - a. Ads
 - Past: list of all individuals, organizations, and businesses that bought ads in 2008 and 2009; strategy to make personal contact to be distributed among people who sold the ads (as possible). Include potential sponsors from Honorary Chairs' donor base.
 - Potential: list to be created at Fundraising Training 3/4; strategy to make personal contact to be distributed among Core Team leaders
 - b. Tables/seats
 - General: invitation to go out to ACTS general membership
 - Identified: list of top potential 30-50 members of congregations will be identified beginning at the training; strategy to make personal contact through Core Team leaders (e.g. mailing and calls from Core Team).
 - c. Investors
 - Pledges: Karen Machell and team will follow up with leaders who attended Annual Meeting and people who pledged at past Public Meetings.
 - Identify: list of top potential Investors will be created by Core Teams at training.
- II. **Sponsorships (& Underwriters)/Major Donors Team**
 - d. Sponsorships
 - Past: list of past sponsors; meet with representatives to ask for continued sponsorship.
 - Potential: create list of potential institutions (universities, corporations, etc.) that can become Sponsor; strategy to make personal contact.
 - e. Major Donors
 - Potential: begin creating list of potential Major Donors; strategy to make personal contact.

Executive Committee (Shiu-Kai Chin, Rev. Kevin Agee)

- Main responsibilities: help identify and meet with potential sponsors/underwriters (for cost of speaker, meals, adbook); finalize program.

Clergy Caucus Steering Committee (Rev. Nebraski Carter, Rev. Peter Williams, Rev. Kevin Agee)

- Main responsibilities: clergy-to-clergy shepherding and appeal to member clergy to: 1) buy full-page ad, 2) 1+ table, 3) bless the recruitment efforts of new Investors per member congregation.