National Coalition for the Homeless:
Summer Work Plan 2016
Development and Prospect Research

Program Areas:

- Grant research
- Grant writing
- Prospect research

Primary Objective:

- Research new grant opportunities from national and local foundations
- Summarize and present new grants that NCH can apply for to Megan Hustings
- Once we apply for new grant’s assist with writing, data collection and research
- Conduct prospect research on new potential donors such as individuals, and foundations

Intended Outcomes:

- Find new funding streams for NCH such as grant opportunities
- Develop new relationships with individual donors and foundations
- Assist with bringing in new funds to NCH

Goal #1: Assist with donor base maintenance

- Update donor records on a regular basis
  - Such as updated addresses
  - Contact information
- Add new donor entries to our event list
- Develop reports for Donor Database
- Develop procedure for updating explanation for updating email lists
- Develop report on mass email performance

Goal #2: Research new grant opportunities from national and local foundations

- Research foundations that have given to NCH in the past
  - Research who they are:
    - If their mission has changed especially on the basis of who they give to
    - How much money they allocate to individual organizations
    - What is their budget for donating money
    - What type of organizations they give to
    - When is the next time they will give out funding to organizations
- Research new foundation who would potentially give to NCH
  - Prospect Research:
    - What they mission is
    - What type of organizations do they give to
    - What is their budget for donating money
    - Who is on their board
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- What type of funding opportunities do they have and does it fit with the mission of NCH
- What is the next time they will give out funding to organizations

- Research new grant opportunities
  - Look at local and national grants (not federal)
    - What is the grant asking for
    - What type of background information do they need
    - Would this grant fit with NCH mission and vision
    - How would NCH implement the grant

Goal #3: Conduct prospect research on individuals

- Develop a strategy to conduct prospect research on new and existing individual donors
- Existing donors:
  - Do a summary report:
    - Interests
    - Who they give to
    - Why do they give to this/these organizations
    - Is it possible to ask them for more money in the future
  - Update information once summary is complete
- Research new donors

Other Duties:

- Assist Megan with any development needs
- Go to meetings that you are interested in attending and write a blog post about the event and post on our website (with staff advisement)
- Keep up with day to day operations:
  - Help with answering our door when guests arrive
  - Help with answering the phone and assist callers with what they need
  - If you find an interesting article on homelessness please bring it to our attention so we can tweet it or put it on Facebook
  - If you need something to do, please ask staff members if they need help with any projects