

DEVELOPMENT TIMELINE 2015



TIMELINE 2015	Q1	Q2	Q3	Q4
COMMUNICATIONS: Internal and External/Digital and Print				
Website revisions: Altria-led	X	X		
Board meeting presentations	X	X	X	X
Support Board Development Committee priorities	X	X	X	X
Board communications- Monthly (1 st Monday) (includes Honorary)	X	X	X	X
Staff communications and satellite marketing (from state offices)	X	X	X	X
Donor communications – Quarterly mailings, monthly enewletter	X	X	X	X
Social media - Daily	X	X	X	X
Press Releases	X	X	X	X
Annual Report		X		
MEMBERSHIP:				
Data Management: Expand Use	X	X	X	X
Improve and Increase PCS membership pipeline	X	X		X
Membership Drive – highlighting Joe Barsin posters	X	X	X	X
Membership Renewals	X		X	
Salesforce Training for Staff		X		
APPEALS:				
Mid-Year Appeal (July)		X		
Annual Year-End Appeal (Nov/Dec) (Obtain a Match)				X
Giving Tuesday – First Tuesday in December				X
A Day for the Bay with a set goal (One Day Campaign on Earth Day)		X		
EVENTS:				
Partner with Annapolis Film Festival / Environmental Showcase	X	X		X
Taste of the Chesapeake:	X	X	X	X
Organize a Taste Committee; Site/Date/Highlights	X			
Manage event details: Caterers; Sponsors; Auction Items; Publicity;		X	X	
Sponsor Solicitations – Previous and New	X	X	X	X
Print materials; Ticket Sales; Event follow-up;			X	X
Sponsor Follow-up and Budget Requests	X			X
Chesapeake Business Forum/Businesses for Bay Marketing Support	X	X	X	X
Launch sojourns/ Alliance outings throughout watershed		X	X	
Launch Online Hall of Fame/Warriors for the Bay	X	X		
OTHER DEVELOPMENT ACTIVITIES:				
Photo Contest/Calendar		X	X	
Grant Writing Support	X	X	X	X
State Office Member/Donor Events	X	X	X	X
Project Clean Stream Sponsor Development	X	X		X
Planned Giving		X	X	X

