



# THE COASTAL SOCIETY

## 2024 TCS Development (Fundraising) Committee Work Plan Version 3.0

*Updated 3/5/24*

Current Members: Jeff Flood (Chair), Tom Bigford, Andrew Wilson

Pending Members: Jeff Benoit, Rick DeVoe, Lisa Schiavinato, Amanda Hollebhone, Steve MacLeod, Kyra Hagge. J. Flood will email TCS President Paul Ticco & TCS Executive Director Judy Tucker to formally request that the above individuals be added as TCS Development Committee (TCS-DC) Members & that the TCS-DC roster be updated both internally (Dropbox files) & on the TCS webpage.

Mission: In accordance w/ *2024 TCS Strategic Plan Goal 4, Action Item 2*, the TCS-DC intends to develop & implement short-term (3-month), mid-term (6-month), & long-term (12-month) plans that detail explicit target activities to accomplish internal TCS goals, which include:

- Increasing TCS membership
- Locating & cultivating new streams of revenue
- Enhancing TCS marketing, promotion, & visibility
- Developing new & increased partnerships

In concurrence w/ *2024 TCS Strategic Plan Goal 1, Objective 1, Action Item 2*, the TCS-DC will:

- Develop & hold at least three (3) regional forums on coastal issues that focus on specific themes or sectors or are priorities for the region's practitioners.

In concurrence w/ *2024 TCS Strategic Plan Goal 2, Objective 1, Action Item 2*, the TCS-DC will:

- Approach outside organizations to discuss an overall organizational sponsorship of TCS.
- Seek out opportunities for non-competitive or competitive grant funding opportunities.
- Develop & submit proposals for the above opportunities w/ approval from the TCS Executive Committee (TCS-EC).

In concurrence w/ *2024 TCS Strategic Plan Goal 4, Action Item 1*, the TCS-DC will:

- Review the current TCS-DC organizational structure to meet the needs of the 2024 TCS Strategic Plan by identifying inefficiencies, recognizing capacity needs, & filling those needs by obtaining firm commitments from TCS-DC or other TCS Members.

In concurrence w/ *2024 TCS Strategic Plan Goal 4, Action Item 2*, the TCS-DC will:

- Coordinate with the TCS Communications Committee (TCS-CC) & TCS-EC to support the annual membership drive & Annual Giving Campaign (AGC), although the TCS-DC's primary focus will be on a) securing larger & long-term outside funding & b) regional event planning.

TCS-DC Meeting Schedule: monthly for first half of 2024 to ensure goals are achieved & as needed for longer lead times for regional event planning.

2024 Short-Term Plan (Jan-May 2024):

**Task 1. Confirm TCS-DC Duties (Jan-Mar 2024)**

- **Task 1a.** (Jan-Mar 2024): Draft assignments for TCS-DC Members & confirm their capacity to accept assignments at Feb 2024 TCS-DC meeting. Complete Version 3.0 of TCS-DC Work Plan (WP).
  - Assigned to: J. Flood [completed]
- **Task 1b.** (Mar 2024): Recruit new TCS-DC Co-Chair
  - Assigned to: J. Flood

**Task 2. Explore Grant Opportunities (Feb-May 2024)**

- **Task 2a.** (Feb-Apr 2024): Research competitive & non-competitive grant opportunities & report at Apr 2024 TCS-DC meeting.
  - Assigned to: R. DeVoe, L. Schiavinato, J. Benoit
- **Task 2b.** (Apr-May 2024): Present findings from Task 2a to Board by Apr 2024 TCS-DC meeting & ask for approval for financial commitment to contact if awarded grant. Formal vote by Board in order to proceed w/ application.
  - Assigned to: R. DeVoe, L. Schiavinato, J. Benoit
- **Task 2c.** (Jun-Jul 2024): Apply for grant by Jul 2024
  - Assigned to: TCS-EC TBD

**Task 3. Marketing TCS Programs (Mar-Apr 2024)**: Compile marketing packet showcasing TCS programming (past MAD workshop agendas, recordings of Coastal Connections, fliers, photos, agendas of UNCW Forum). Use past draft sponsorship letters as framework. Recruit support from TCS-CC members.

- Assigned to: J. Tucker & A. Hollebhone (ask TCS-CC Members for support)

**Task 4. Explore At-Large Non-Competitive Sponsorship (Mar-May 2024)**

- **Task 4a.** (Apr-May 2024): Research NGO profiles, funding priorities, programming & identify where TCS can fill current organizational gap. For example, a request could be for \$50,000 (\$15,000 for Executive Director salary, \$30,000 for hiring a part-time Program Coordinator (duties would include regional event planning lead & others TBD), & \$5,000 to cover MAD workshop & regional forum costs, including reimbursement for TCS planning team to attend or honoraria for speakers).
  - Assigned to: L. Schiavinato, J. Benoit, P. Ticco, R. DeVoe, & S. MacLeod
- **Task 4b.** (Apr-May 2024): Contact NOAA's Office for Coastal Management (OCM) & Office of Education plus NGOs for at-large sponsorship, reintroduce them to TCS using personal connections & marketing packet to support MAD workshops (Admin support, coordinator, expenses). TCS is convener of ideas. Similar funding request as Task 4a.
  - Assigned to: J. Benoit & P. Ticco w/ support from DEI Working Group (Eva May)

#### **Task 5. Partnership Development (Apr-Jun 2024)**

- **Task 5a.** (May-Jun 2024): Approach the American Shore & Beach Preservation Association (ASBPA) about ways to partner through their annual conference, regional chapters, and student chapters.
  - Assigned to: P. Ticco w/ assistance from TCS Membership TBD
- **Task 5b.** (May-Jun 2024): Approach the National Estuaries Program (NEP) & the National Estuarine Research Reserve Association (NERRA) about possible collaboration.
  - Assigned to: P. Ticco w/ assistance from TCS Membership TBD

#### Mid-Term Planning (Feb-Jul 2024)

#### **Task 6. Plan Summer/Fall 2024 New York Regional Forums (Long Island & Great Lakes regions)**

- Kickoff Interest Call: *Mar & Jul 2024*
  - Assigned to: P. Ticco & S. MacLeod

#### **Task 7. Membership Recruitment (Timeline to be completed by TCS-EC)**

- **Task 7a.** Email messages to 2023 members to renew, 2022 non-renewed members to rejoin.
  - Assigned to: TCS-EC & J. Tucker
- **Task 7b.** Email invitation to join TCS to 2023 MAD workshop registrants, Coastal Connections participants, NC Forum registrants.
  - Assigned to: TCS-EC & J. Tucker

#### Long-Term Planning (Sept-Dec 2024)

#### **Task 8. Identify New Committee Leadership as Needed (Sept 2024)**

#### **Task 9. Identify Potential 2025 Regional Forum Partners (Mar – Nov 2024)**

#### **Task 10. Update Work Plan for 2025 (Nov - Dec 2024)**

## Appendix A. Guide to the TCS-DC Google Drive Folders

<https://drive.google.com/drive/folders/1D-0YI4jmprrijePXI8Pjx3DbuemHafd1k>

These are the folders and files in the TCS-DC folder:

- Grant Station Funding Research 2020
- Grants and Proposals
- MAD Workshop Sponsorships
- NCAR
- Work Plan
- 2023 AGC Timeline (Google doc)
- Development Ideas (Google doc)

There are two Google documents that exist already for you to consider using:

- [Funding Tracker](#) (Google Sheets): The Open Opportunities tab is where the committee can list information about funding opportunities when they see them.
- [Development Ideas](#) (Google Sheets): Please add links, deadlines, & a short description of the funding opportunity. Can also be used for a “brain dump” from offline brainstorming activities.

Sample language to start the process of proposal writing is located throughout the [Development Committee folder](#), especially under Grants and Proposals, & MAD Workshop Sponsorships.

The TCS Communications Committee has been tasked w/ adding documents to the [TCS Marketing Materials](#) folder. These can be text from TCS webpages or social media, links, screen captures, or original photos from webpages, social media, or events (UNCW Forum, etc.).

A spreadsheet to record funding opportunities that might be a good fit for TCS - use the [Funding Tracker](#)