



BGM and DAT – Department of Development (DOD) Report Revised February 6, 2018
Department of Development Office (DOD)
Skeletal Report: January 1, 2017 to December 31, 2017

Summary Highlights: **\$426,277** Raised in Pledges/Gifts (113.4% of Goal)

Responsibilities: MG Prospect Identification/Research/Development/Cultivation/Solicitation;
Development Advisory Team (DAT) Resourcing; *Transformed by the Spirit*; General Secretary's Circle; Enhancement of Plan Giving Opportunities; ABWIM *ACCESS*; 2017 Biennial Mission Summit; Department/Office Administration; Generosity Project (Stewardship meetings & presentations); Select Regional UM presentations - CBA, PBA, ABC Ohio, ABC Connecticut; other duties as assigned.

GENERAL HIGHLIGHTS & ACTION STEPS

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| <ul style="list-style-type: none"> • 2017 Goal \$376,000 <ul style="list-style-type: none"> ○ General Secretary's Circles ○ <i>Transformed by the Spirit (TbyS)</i> ○ Charitable Trusts (ABF – Asian Caucus) ○ Other Targeted Giving (ABWIM - 2017) ○ ABC Targeted Giving ○ General Secretary's Endowment Fund ○ 2017 Biennial Mission Summit (Ads, Booths, Sponsors) ○ ABCUSA Intern/Fellow Grant (3 years, 2018-2020) ○ Fresh Expressions ○ <i>Excludes ABWIM 5-yr Pledge payable beginning 2018 \$ 10,000</i> | <p>\$426,277</p> <p>\$ 4,278</p> <p>\$ 2,550</p> <p>\$104,000</p> <p>\$ 41,705</p> <p>\$ 2,922</p> <p>\$ 15,430</p> <p>\$100,115</p> <p>\$150,000</p> <p>\$ 5,277</p> |
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- Cultivate & solicit top individual prospects (select churches);
 - Research/ Review/Evaluate Top Individual Prospects (\$5k-\$10k+ Ability) with Biennial List;
 - Contact Known and Prospective Major Donors (includes 1st Williamsport PA & Asian Alliance);
 - Participate in ABWIM Conference Calls & William T. McKee Consultation Planning Committee;
 - Coordinate and Prepare 2016/2017 Marketing and Operational Resources;
 - Send Year-end 2016 Donor Letters and General Acknowledgement/Recognition/Follow-up;
 - Attend sundry meetings - ABCUSA, Partner and Affiliate (ABF, Generosity Project, Hampton, etc.);
 - Continue review of DOD internal controls, checks & balances as well as database reporting metrics;
 - Facilitate Development Advisory Team Meetings (Strategy, Logistics, Prospecting, etc.);
 - Plan & Prepare ABCUSA Year-end Pledge Drive (November – December);
 - Plan and develop 2017 Biennial branding resources (ad, sponsors, exhibitors, boosters, etc.);
 - Continue development of sundry strategic fundraising plans & procedures (matching gifts);
 - Collaborate with partners on CBCUSA transfer of reserve funds to ABCUSA for investment (\$500k);
 - Attend initial meetings with new General Secretary (reinforce GS priorities); and
 - Draft for DAT & GS Review All Giving Circles (GS Circles) & Planned Giving Resource.

Prepared By Kenneth C. Marsenburg, Director of Development & Evon Moody, Exec Assistant to the Director