



Sign Research Foundation
1001 N. Fairfax St.
Suite 301A
Alexandria, VA 22314
www.signresearch.org

2017 Development Committee Goals and Expectations

How can SRF recruit, engage, and retain donors and sponsors with a sustainable strategy that remains true to our core mission?

I. 2017 Program Initiatives

The following are the initiatives that will help frame the dialogue around the future of SRF's revenue sustainability.

- a) To create attractive research funding scenarios and programs that cultivate giving from donor prospects
- b) To identify and solicit funds from external sources of support, including, but not limited to: foundations, corporations, community organizations, individuals, and government agencies.
- c) Encourage participation by the full Board in fundraising efforts
- d) Support the foundation through the planning and implementation of fundraising events and campaigns

II. Committee Responsibilities and Authority

The policy, oversight, and reporting relationships of the Development Committee are as follows:

- a) Work with SRF staff to develop a plan that will set fundraising goals and assess progress towards meeting those goals
- b) Establish fundraising policies
- c) Develop an expectation for financial contributions from all members of the Board
- d) Evaluate the potential of prospects for increased levels of contributions
- e) Involve and cultivate major gift prospects
- f) Assign Board fundraising tasks in consultation with the Board chairperson and organize the members of the Board for fundraising activities
- g) Review options and make recommendations to the Board on using events to meet fundraising and public relations goals
- h) Arrange for Board training in fundraising and development
- i) Examine development trends and analyze their implications for the future
- j) Recommend a revenue goal for the 2019 budget

III. Chairperson and Staff

The Chairperson will be selected by the SRF Board of Trustees and will serve as the voice of the committee and ensure the group stays on task. Staff will be appointed as needed to the



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committee.

IV. Bylaws

The committee serves under the auspices of the SRF Board of Trustees and operates under the authority of SRF's Bylaws.

V. Members Responsibilities and Meetings

Members of the committee are appointed based on need and expertise. Members are required to:

- Serve a two-year term (renewable)
- Attend and actively contribute to all meetings and teleconferences
- Utilize the principals of knowledge based governance (KBG) when considering issues of strategic and financial significance.

The committee will meet primarily through conference calls. Occasionally, a face-to-face meeting may be required.