

DEVELOPMENT

GOAL	SOLUTION	STEPS	RESPONSIBILITY	DEADLINE	PRIORITY LEVEL
Maintain realistic and effective annual budget	Develop a fundraising plan	Hire consultant to write plan and determine first steps	Cinnamon Catlin-Legutko	8/1/2003	1
	Expand membership and benefits of LWSPS	Hire fundraising consultant to initiate first steps	Cinnamon Catlin-Legutko	9/1/2003	
		Create Development Committee	Cinnamon Catlin-Legutko	Fall 2003	
		Target audiences relevant to different aspects of Lew Wallace history, i.e. Civil War historians, international audiences, etc.	Development Committee	Fall 2003	
		Explore benefits of membership	Development Committee	Winter 2003	
		Members night events	Development Committee	Summer 2004	
		Fundraising events, i.e. ice cream socials, galas, etc.	Development Committee	Summer 2004	
		Direct solicitation mailings	Development Committee	Fall 2003	
		Cultivate renewals	Development Committee	Ongoing	
		Informational mailings and meetings to position Study in the community	Development Committee	Winter 2003	
		Annual membership drive	Development Committee	Spring 2004	
	Initiate finance committee	Propose annual Society budget	Tom Fuhrmann	Winter 2003	
	Acquisitions budget	Allocate annual amount for spending	Finance Committee	Winter 2005	
	Endowment fund	Establish fund with MCCF	Finance Committee	Winter 2005	
		Determine annual goals for endowment	Finance Committee	Winter 2005	
	Planned giving program	Create materials and give to key individuals in the community	Finance Committee	Spring 2004	

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	Identify viable revenue streams	Define Parks and Recreation budget to reflect actual spending at site	Cinnamon Catlin-Legutko, Cheryl Keim	Fall 2003	
		Annual Society budget	Finance Committee	Winter 2004	
		Ongoing fundraising plan	Cinnamon Catlin-Legutko, consultant	Summer 2004	
		Lew Wallace Festival as a revenue stream	Festival committee	Winter 2003	
		Expand gift shop inventory	Staff	Spring 2005	
		Increase annual visitation	Development Committee	Spring 2004	
	Small gift/grant program	Sponsorships for projects, i.e. conservation of specific pieces	Development Committee	Spring 2004	
		Expand grant solicitation – local, state, and national	Cinnamon Catlin-Legutko	Summer 2003	
Recruit volunteers with skills and interests necessary	Recruit volunteers from the community	Reach-out to social, hobby, professional groups	Staff	Fall 2003	1
		Recruitment mailings	Stacy Klingler	Summer 2003	
		Volunteer job descriptions	Cinnamon Catlin-Legutko	Fall 2003	
		Place ads in newspaper	Stacy Klingler	Spring 2004	
Promote community use of the grounds and regular visits to the Museum	Advertising and PR	Draft Marketing Plan	Cinnamon Catlin-Legutko, consultant	Fall 2004	2
	Develop grounds/gardens as an attraction	Cultivate gardens and outdoor exhibits	Staff, Deb King, Mark Zelonis	Summer 2004	
	Community meetings conducted on site	Complete Carriage House to include meeting space	Cinnamon Catlin-Legutko	Spring 2005	
		Incentives for meeting at site	Stacy Klingler	Spring 2005	