

**Catholic Education Opportunitites Foundation**  
**Revenue Growth Plan – WORKING DRAFT**  
**2023**

**Revenue Goals:**

- One Year – TBD
- Three Years – TBD
- Five Years – TBD

**Potential Revenue Sources:**

- Events
- Mega Donors - >\$25,000?
- Large Donors - \$5,000 - \$25,000?
- Small Donors - <\$5,000?
- Corporate Sponsors
- Industry Groups – Equine
- Grants
- Legacy/Estate Gifts
- Gifts of real estate
- Gifts of stock
- IRA required minimum distributions or qualified charitable distributions
- Distribution from a Donor Advised Fund (DAF)
- Memorial gifts
- BGCCF Good Giving Challenge (November 28 – December 1?)
- EOY Giving – (December 15-January 10)
- Other?

**Branding/Awareness Strategy:**

- Website
- Event Promotion
- Social Media
- Parish Communications
- Email/Direct Mail
- Annual Report
- Other?

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**Other Considerations:**

- Overlap with Parishes and Diocese Activities – how do we prevent major conflicts?
- Large Donor Fatigue – Need to be sensitive to this issue
- Limited Resource Capacity – we may not have the resources to do everything we want

**Support and Administration:**

- Monthly Revenue Committee meetings
- Direct Board Involvement
- Advisory Council Support
- Junior Group Support
- Other Volunteer Support

**Annual Budget:** TBD??

**Specific Strategies:**

Potential Revenue Sources	Strategy/Actions
Events – Luminaria	<ul style="list-style-type: none"> <li>• Separate Planning/Event Committee</li> </ul>
Events – Golf Tournament	<ul style="list-style-type: none"> <li>• Separate Planning/Event Committee</li> </ul>
Events – Focus Forward Conference	<ul style="list-style-type: none"> <li>• Separate Planning/Event Committee</li> </ul>
Mega Donors - >\$25,000?	<ul style="list-style-type: none"> <li>• Target list creation</li> <li>• Specific solicitation plan for each with defined “ask” – what is it we want and what is our “pitch”</li> <li>• 1/3/5 year ask?</li> <li>• Direct involvement of Board or other “influencers”</li> <li>• Luminaria invite</li> <li>• Defined follow up and “connection” plan</li> </ul>

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Large Donors - \$5,000 - \$25,000?	<ul style="list-style-type: none"> <li>• Target list creation</li> <li>• Specific solicitation plan for each with defined “ask” – what is it we want and what is our “pitch”</li> <li>• 1/3/5 year ask?</li> <li>• Direct involvement of Board or other “influencers”, as needed</li> <li>• Luminaria invite</li> <li>• Direct mail communications</li> <li>• Parish communications</li> </ul>
Small Donors - <\$5,000?	<ul style="list-style-type: none"> <li>• Online donations</li> <li>• Luminaria invite</li> <li>• Direct mail communications</li> <li>• Parish communications</li> </ul>
Corporate Sponsors	<ul style="list-style-type: none"> <li>• Target list creation</li> <li>• Specific solicitation plan for each with defined “ask” – what is it we want and what is our “pitch”</li> <li>• Direct involvement of Board or other “influencers”, as needed</li> <li>• Luminaria invite</li> </ul>
Industry Groups – Equine/Others?	<ul style="list-style-type: none"> <li>• Target list creation</li> <li>• Specific solicitation plan for each with defined “ask” – what is it we want and what is our “pitch”</li> <li>• Direct involvement of Board or other “influencers” as needed</li> <li>• Luminaria invite</li> </ul>
Grants	<ul style="list-style-type: none"> <li>• Target list creation</li> <li>• Need for Expert assistance (Volunteer?)</li> </ul>
Legacy/Estate Gifts	<ul style="list-style-type: none"> <li>• Need for Expert assistance (Volunteer?)</li> <li>• Direct mail communications</li> <li>• Parish communications</li> <li>• “Simple/easy” execution</li> </ul>
Gifts of real estate	
Gifts of stock	
IRA required minimum distributions or qualified charitable distributions	
Distribution from a Donor Advised Fund (DAF)	
Memorial gifts	
BGCCF Good Giving Challenge (November 28 – December 1?)	

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