

## **Fundraising Campaign for Whitney Pier Youth Club BGCCB**

**Objective:** Raise \$75,000 to support youth through the important services provided at the Whitney Pier Youth Club BGCCB.

### **Scope of Work:**

#### **Brainstorming and Strategy**

- Conduct brainstorming sessions to generate creative fundraising ideas tailored to the organization's mission and audience.
- Develop a comprehensive fundraising strategy outlining key milestones, communication channels, and target demographics.

#### **Social Media Content Management**

- Create engaging and relevant content for various social media platforms to promote the fundraising campaign/events.
- Implement a content calendar with scheduled posts, leveraging storytelling and visuals to maximize impact.
- Create standalone digital fundraising campaign

#### **Event Execution**

- Plan and coordinate fundraising events, including logistics, guest management, and program coordination.
- Provide on-site support during events to ensure seamless execution and a memorable experience for attendees.
- Assist in the management of event sponsors

#### **Sponsor Management**

- Identify potential sponsors and partners aligned with the organization's mission and fundraising goals.
- Develop sponsorship packages, proposals, and manage relationships to secure financial support and in-kind contributions.

### **Expected Deliverables:**

#### **Brainstorming and Strategy**

- Detailed fundraising strategy document with actionable steps and timelines.
- Meeting summaries and reports highlighting generated ideas and recommended strategies.

#### **Social Media Content Management**

- Monthly content calendars with scheduled posts and captions.
- Engaging visual and written content tailored to each platform.
- Digital fundraising campaign

**Event Execution**

- Comprehensive event plans, including schedules, vendor coordination, and attendee lists.
- Post-event report summarizing outcomes, feedback, and recommendations for future events.

**Sponsor Management**

- List of potential sponsors with contact details and proposed partnership levels.
- Sponsorship packages, proposals, and records of all communication with potential sponsors.

**\*Please note:** information provided should be in a format that allows the organization to carry on the efforts and initiatives in the future in a self-sustaining manner.

**Timeline:**

- Months 1-2: Brainstorming and Strategy Development
- Months 3-5: Social Media Content Management
- Months 4-7: Event Planning and Execution
- Month 6-10: Sponsor Management and Acquisition
- Month 11-12: Campaign Evaluation and Reporting

**Budget:**

The consultant's fee for the entire project is to be determined, and will include all services mentioned above. Additional expenses related to event logistics and potential sponsor meetings will be discussed and approved on a case-by-case basis.