

New River Community Action
AGENCY RESOURCE DEVELOPMENT PLAN
2017-18

Volunteers

Activities

- Post volunteer opportunities on NRCA website and Facebook page.
- Post volunteer opportunities online with VolunteerNRV.org website through the United Way of Montgomery/Radford/Floyd.
- (SP) Share agency volunteer needs with Board of Directors.

Financial

Activities

- Continue developing grant applications for programs' refunding and new agency needs.
- Organize Empty Bowls fund raising event to support Floyd Backpack Program.
- Organize at least two fund raising events to support To Our House.
- (SP) Staff will attend training on successful special events sponsored by the Community Foundation of NRV or other organization.
- (SP) Utilizing survey and internet information gathered in Strategic Planning steps, staff will develop a report on characteristics of successful revenue-producing special events, including lessons learned, and share with full Board.
- (SP) The Public Relations/Resource Development and Finance Committees will coordinate with staff to design and conduct an analysis to determine NRCA capacity and resources needed for adding one revenue-producing special event to agency activities. Staff will develop written report of findings.
- (SP) Utilizing information gathered in previous steps, Public Relations/Resource Development and Finance Committees will jointly share all information gathered and make a recommendation to the full Board regarding NRCA adding one revenue-producing special event to agency activities.

Partnerships

Activities

Outcome:

Partners will have better knowledge of NRCA programs and services, along with contact details for better referrals.

Activities:

1. Staff will review partner list on CSBG report and develop contacts.
2. Staff will provide information packets to partners with offer for more information or presentations on NRCA programs and services.
3. Staff will train identified staff on NRCA presentation (not just their own program).
4. Staff will provide presentations to partner agencies.