



Work Plan 2012

Organization Committee

Chairperson: Beth Lewis

Organization involves coordinating community efforts toward the same goal. The Organization Committee assembles the appropriate human and financial resources to implement a revitalization program. Partnering with various community groups, businesses and private investors to reach consensus on important issues and to maintain a shared vision for Highland, the Organization Committee builds a foundation for a successful downtown area. The committee is also the “personnel department” of the program, keeping the volunteers productive and happy, while creatively building a solid financial foundation.

The Organization Committee has identified the following projects for 2012:

1. Develop and maintain volunteer base.
2. Develop community outreach/communication programs.
3. Develop and initiate a Fundraising Plan

1. Project/Activity: Develop and maintain volunteer base.						
Expected Outcome: To recruit and maintain more volunteers						
Actual Outcome:						
Tasks	Measurable	Person Responsible	Start/End Dates	No. of Volunteers	Budgets	
Review committee work plans and assess yearly volunteer needs.	Work plans reviewed and volunteer needs estimated	Beth, Missy & Diane	02/12			
Develop volunteer orientation packet	Packet created	Beth & Missy Diane	02/12		100	
<ul style="list-style-type: none"> o Review other MSOC websites o Contact other MSOC communities o Update database of volunteers. 	Review other MSOC websites regarding volunteers Ask for samples of volunteer orientation materials Database updated	Beth Beth, Missy, Diane Beth, Missy, Diane	02/12 02/12 01/12			
Update Hot List	List Updated on web	Missy	01/12			
Add request for volunteers to website and local cable.	Volunteer information created and made available online and on local tv.	Committee & Staff	0/12			

Host volunteer appreciation event for volunteers.	Event held	Beth/Missy/Diane	07/12	10/12	4	500
o Choose Date/secure space	Date chosen and Space secured	Beth/missy/Diane	07/12	10/12		
o Recruit Sponsorships	Sponsorships obtained	Beth/Missy/Diane	07/12	10/12		
o Write and send out invites	Invites mailed	Beth/Volunteer	09/12	10/12	2	
o Decide on Menu and make arrangements	Orders places	Beth/Volunteer	08/12	10/12	1	
o Obtain paper products/decorations	Paper products decorations purchased	Missy	10/12	10/12		
o Decorate space & set ups	Room ready for event	Volunteer/Beth	10/12	10/12	2	
o Clean up	Space returned to original state	Volunteer/Missy/Beth	10/12	10/12	3	
Total Budget						\$600

2. Project/Activity: Develop community outreach/communication programs						
Projected Outcome: To use the community outreach sources listed below to its full potential.						
Actual Outcome:						
Tasks	Measurable	Person Responsible	Start/End Dates	No. of Volunteers	Budgets	
Pure Michigan	Free – create page and keep updated	TBD	01/12 12/12			
Maintain Facebook.	Keep facebook current	Beth/Missy/Diane	01/12 12/12			
Update presentation tools to promote the DDA ex. Power Point presentations.	Promotional materials updated as needed	Beth/Missy/Diane/Claudia	01/12 2/12			
Seek out opportunities to speak to other local organizations and create partnerships.	Outreach held and presentations given	TBD	01/12 12/12	TBD		

Research other community's websites and/or newsletters for best practices	Summary of best practices created	Missy/Beth	02/12	04/12	
Updated Work Plans made available to public online	Work Plans posted on website	Missy/Beth/	01/11	01/11	
Develop regular public communications including newsletters and constant contact mailings.	2-4 newsletters printed and circulated throughout the year, eblasts as needed	missy/Beth/Diane/Claudia	01/12	12/12	\$1000
o Total Budget					\$1000

3.. Project/Activity: Develop Fundraising Plan						
Projected Outcome: To develop and initiate a sound and realistic fundraising plan. The dollar amount to be determined.						
Actual Outcome:						
Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budgets
Review Committee Work Plans and Budget	Committee Work Plans and Budget reviewed determining a goal to fundraise	Beth, Missy, Diane and Claudia	01/12	01/12		
Contact other MSOC communities for fundraising strategies	Invite another MSOC Community to share some ideas.	Missy	02/12	02/12		
Have a Brainstorming session for fundraising ideas for HDDA	Some Fundraising ideas discussed	Beth, Missy, Diane and Claudia	02/12	02/12		
Put a plan in place for 2012	Create a plan for 2012	COMMITTEE	03/12	03/12		
Fundraising PLAN	Maintain the projects	Committee/	03/12	12/12		

o	Total Budget								

The above projects result in a projected budget need of \$1,600.00 for Organization Committee activities for the 2012 fiscal/calendar year, excluding consulting fees.