



Work Plan 2018

Organization Committee

Chairperson: Cassie Blascyk

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 2018:

1. Recruit and continue to maintain current volunteer base.
2. Develop community outreach/communication programs.
3. Develop and initiate a Fundraising Plan for current year
4. Administration type documents (mission/vision statement etc)
5. New Website Kick-off

In Yellow highlight – parking lot but hope to get to it. More members needed on this committee. Primary focus is volunteer and fundraising processes.

1. Project/Activity: Recruit Volunteers and maintain current						
Projected Outcome: Continue to recruit and maintain more volunteers						
Actual Outcome:						
Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Advertising for Volunteers	Used social media, community sign, spinal column and a simple ask	Missy, Cassie	1/18	12/18		
Go to Holly's Team Volunteer meeting for best practices	Will attend March 19 th Holly volunteer Fair.	Missy/Jeni VonBuskirk	3/18	3/18	1	
Review committee work plans and assess yearly volunteer needs	Work plans reviewed and volunteer needs estimated	Cassie	02/18	2/18		

Put together a recruitment Campaign Including Open House	Campaign Created and rolled out	Missy, Jeni, Cassie	02/18	04/18		
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1. Project/Activity: CONTINUE - Recruit Volunteers and maintain current						
Projected Outcome: Continue to recruit and maintain more volunteers						
Actual Outcome:						
Tasks	Measurable	Person Responsible	Start/End Dates	No. of Volunteers	Budget	
Continue to have volunteer spotlights etc on facebook	Volunteers showcased	Cassie	1/18	12/18		
Open House	Plan the event and the logistics	Missy, Jeni VonBuskirk, Cassie	02/18	04/18		\$400
Continue to use township tax bills, ads and exhibit booths for recruitment	All opportunities are utilized	Missy, Judy Cooper	02/18	12/18		
Put volunteer oppty in new resident packets	Contact Clerks Office	Missy, Tami Flowers	02/18	12/18		
Keep Volunteer brochures and Hot List updated	Update every quarter	Missy, new volunteer	02/18	12/18		Adv. Budget
Host Volunteer appreciation event for volunteers	Event held	Missy, Jeni, Cassie	05/18	10/18		\$500
Choose Date and Secure Place	Date and chosen and space secured	Missy, Jeni	05/18	10/18		
Recruit Sponsorship	Sponsorships requested	Cassie	06/18	06/18		
Write and sent out invites	Invites sent	Missy, new volunteer	08/18	09/18		
Paper products/decoration	Purchased	Missy	09/18	09/18		
Arrange for Food/Entertainment	Food ordered and or entertainment secured	Missy, Jeni	06/18	09/18		
Decorate and Space Set-up	Room Ready for event	Bree, Jeni, volunteers	10/18	10/18	4	
Servers/ host/hostess	Servers and hosts arranged for	Jeni, Trevor, volunteers	10/18	10/18	4/5	
Clean up	Space returned to original space	Missy/Heidi's Helpers	10/18	10/18	4/5	

Write Thank you cards	Cards written	Missy/volunteers	10/18	10/18	1	
Total Budget for this project						\$500

2. Project/Activity: Develop community outreach/communication programs Project Outcome: To use the community outreach sources listed below to its full potential Actual Outcome:					
Tasks	Measurable	Person Responsible	Start/End Dates		Budget
Pure Michigan	Create page and keep updated	TBD	1/18	12/18	
Continue to Maintain facebook	Keep facebook current	Cassie	1/18	12/18	
Update presentation tools to promote the DDA ex. Power point presentation	Promoted materials updated as needed	Missy/Rick	1/18	12/18	
Continue to seek out opportunities to speak to other local organization and create partnerships	Outreach and networking	Missy/Wendy W.	1/18	12/18	
Updated Work Plans made available to public on-line	Work plans posted on website	Missy	2/18	2/18	
Regular public communications including newsletters, constant contacts etc.	Communications and newsletters circulated regularly throughout the year	Missy/Cassie	2/18	2/18	Advertising Budget
Keep website current	Website is always current	Missy/Cassie and Michael Z.	1/18	12/18	
Total Budget for this project					

3. Project/Activity: Develop Fundraising Plan Projected Outcome: To develop and initiate a sound and realistic fundraising plan The dollar amount to be determined						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Review Committee Work Plans	Review Committee work plans and budget determining a goal to fundraise	Missy, Cassie, New Volunteer	1/18	12/18	2	
Put a plan in place for 2018	Plan created	Missy, Cassie, New Volunteer	1/18	12/18	2	
Historical Ornament Sales	Coordinate with Preservation month	Committee	2/16	12/16		TBD – This was put on hold at the moment
○ Festival of Trees		Cassie/Missy/Dale	4/18	11/18		Promo Budget
Create Banner Sponsorship Program	Sponsors recruited concerts	Casse/Missy/ Dale or Erin	2/18	12/18		
Total Budget for this project						

4. Project/Activity: Administration Type Documents Projected Outcome: Mission/Vision review, policies and procedures Actual Outcome:						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Shorten Mission Statement and Discuss Vision Statement	Mission Statement shortened and easier to remember	Roscoe/Mike M.	03/18	06/18		
Improve Board member orientation Packet	Reviewed and implemented	Missy/Roscoe MSOC	4/18	4/18	2	
Create Orientation for new volunteers and Board Members	A procedure in place and implemented	Missy/Roscoe MSOC	04/18	12/18		
Review job descriptions for volunteers update if needed	Review, discuss, update as needed	Missy	04/18	12/18		

Arrange for Oakland County 101 classes for new volunteers and or board members	Classes communicated and attended by those who fit the category.	Missy	ongoing			
Needed Policies or Procedures	Review, discuss, update as needed	Missy, Roscoe	1/18	12.18		
Update HDDA brochures	Review, discuss, update as needed	Roscoe, Missy, Cassie	1/18	12/18		
Total Budget for these projects						0

5. Project/Activity: Website Re Do						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Update the color schemes and put new logo on website once officially kicked off	Send usage branding standards to Accunet	Missy	3/2017	3/2017		
Final approval and tweaks by team	Final Review	Cassie/Michael/Missy	03/2017	3/2017		
New Website goes live	New Website live	Cassie/Michael	4/2017	04/2017		
Maintenance and Updates	Material kept current	Cassie/Michael/Missy	4/2017	12/2017		
Total Budget for these projects						*\$1000 and trade

The above projects result in a projected budget need of \$1,000.00 for Organization Committee activities for the 2018.

fiscal/calendar year with the understanding that HDDA Board is aware and will address seed money for the ornament program, if needed.

(Ornament project was put on hold due to budget cuts but will be evaluated) Also, would like to provide entertainment for the volunteer appreciation event using sponsorship monies if available.