

WEEB Operational Plan 2000-2001 Annual Report Summary

Major Outcome: Seek private funds to supplement grant program

Specific Action Items:

- A. Recruit new Committee members (done – Jim Gibson)
- B. Develop new WEEB brochure (done)
- C. Develop brochure insert (done)
- D. Update WEEB database (done on a continuing basis)
- E. Update WEEB web site (done on a continuing basis)
- F. Solicit funds from sportsman's groups (done)
- G. Solicit funds from environmental groups (done)
- H. Solicit funds from environmental educators (done)
- I. Evaluate solicitations campaigns (done - April report)
- J. Identify other mechanisms (done - targeted solicitations - April report)
- K. Establish corporate giving program (partially done – brochure insert)
- L. Develop thank you letter for donors (done)

WEEB Operational Plan 2001-2002 Draft of Proposed Specific Action Items

Major Outcome: Seek private funds to supplement grant program

Specific Action Items:

- A. Recruit new Committee member
- B. Update brochure Development insert
- C. Continue to update WEEB database
- D. Develop and implement plan for recognizing donors
- E. Update Development component of biennial report
- F. Add highly visible Development component to WEEB web site¹
- G. Develop electronic contribution mechanism on WEEB web site¹
- H. Identify and solicit target groups for general grant funds
- I. Identify and solicit target groups for matching theme grant funds

¹ For example as a precedent: <http://www.foodlandpeople.org/>