



**Board of Directors – Individual Development Plan**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

In support of this organization, and as a dedicated Board member, I plan to raise money and awareness for the organization and increase our influence through these efforts:

**Spring2ACTion, Alexandria’s Giving Day is Wednesday, April 5! To help engage and grow our individual donors – in advance of Spring2ACTion, I will:**

- Link to our organization’s Facebook and Twitter accounts and share posts about Spring2ACTion
- Ask my friends and colleagues to link with us on Facebook and Twitter
- Make a donation online via Secured Pledge (starting March 20)
- Create a Free Agent Fundraiser page and use my network to fundraise on behalf of the organization
- Send an appeal via email to my contacts
- Phone people I know and ask them to join me in giving to our organization
- Phone current donors even if I don’t know them, to thank them for supporting us and to ask them to consider a gift on Spring2ACTion
- Provide names and contact information of prospective donors to staff to build the organization’s mailing list
- Host an offline event on April 5 to encourage my network to give to the organization

**I will support our organization on Wednesday, April 5 for Spring2ACTion by:**

- Making a donation online.
- Asking my friends and colleagues to donate
- Volunteering to help promote online donations and off-line events benefitting the organization
- Attending a Spring2ACTion offline event and encouraging my network to attend and give to the organization

Other great ideas I have for attracting individual donations include:

---

---

---

I will act on all these ideas with a goal of helping to raise \$\_\_\_\_\_ on April 5, 2017.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_