Resource Development and Public Relations Committee

The Resource Development Committee is responsible for raising funds and in-kind and land donations to advance the ministry of the Covenant Partner. These are tasks that many find to be challenging, but the real work of the Resource Development Committee is to provide opportunities for individuals, churches, social organizations, corporations and others to receive the blessings that generosity brings.

Resource Development Plan

The first task of the Committee is to develop a Resource Development Plan identifying both immediate and longer-term strategies based on the budgeted needs identified by the Board of Directors. The Committee should review a variety of development options, including the following:

INDIVIDUALS historically represent a major source of income and can be approached through giving clubs, direct mail campaigns and through churches and other groups.

BUSINESSES are valuable sources for funds and in-kind donations. Businesses typically donate as a part of an overall public relations strategy. Accordingly, successful negotiations with business donors include a demonstration of how their gift will be publicly recognized. Many businesses have active volunteer programs and make donations to charities that can provide volunteer opportunities for their employees. Many national corporations give to communities in which they have a presence, so approaching local divisions of large corporations should be included in the plan.

CHURCHES are such natural partners to Fuller Center programs that Covenant Partners are encouraged to have an active Faith Builders Committee with which the Resource Development committee should coordinate church appeals.

FOUNDATIONS can be a source for a variety of funding needs. Most have particular areas of interest and geographical limitations. *The Foundation Center* offers a variety of services for nonprofits seeking foundation support. They can be reached online at www.foundationcenter.org.

SPECIAL EVENTS can develop into great fund raisers; however in the early days often seem to be more work than benefit. Properly executed special events can have great value as a public relations tool. Many nonprofits have annual events that become part of the social structure of the community and raise significant funds.

Public & Media Relations

Effective resource development relies heavily on positive public perceptions of the Covenant Partner and the work it is doing. The development and maintenance of that positive perception is a critical task of the Resource Development Committee and is sufficiently important that consideration should be given to identify a PR coordinator or create a PR subcommittee.

Among the responsibilities of this sub-committee are preparing informational brochures and other materials, developing a speaker's bureau to make presentations, establishing relationships with local media outlets to assure coverage of events, and being the liaison between the Covenant Partner and the public.

Board Member Contributions

Board members should be encouraged to contribute to the Covenant Partner. This serves a number of purposes: it assures the commitment of the members—we always esteem those things we have an investment in, it sets a good example for others, and it can be useful in grant applications as some foundations ask specifically about directors' gifts.