TVC Board Debt Reduction Action Plan

Marcy Beck <marcy.beck@gmail.com> **Sat, Feb 2, 2008 at 5:47 PM**
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Dear TVC Board members,

Happy New Year and thank you for your input to the Board Survey that Marcy conducted at the end of 2007. The survey results demonstrate that there is broad Board interest and enthusiasm around participating in sales, marketing and outreach activities on behalf of TVC, with several members also interested in writing proposals or creating and planning events.

The Resource Development Task Force recommends that the Board focus our efforts between now and June 30 on realizing our $10,000 debt reduction goal.

Based on the survey results, we propose that the Board establish two ad hoc fundraising teams with a sunset date of June 30, 2008. One team will work on raising funds from individual donors and the other will target corporations as sources of program revenues and donations.

The attached form lists three activities for each fundraising target. Please do the following:

a) Pick a target audience you would like to focus on.
b) Rank the 3 actions listed according to the ones you'd most like to work on (Please rank them 1,2,3 with 1 being your first choice.)
c) send your choices and rankings to Marcy before our February Board meeting.

We d like to use our February Board Meeting to get organized around our chosen activities.

Note that there is also some important baseline work (reflected in the Board Survey as well) that we expect to undertake for both teams, including:

- coordinating our efforts with TVC staff
- creating tools and talk sheets for Board members to explain TVC s value proposition to our audiences/ target groups
- educating and training Board members as needed
- obtaining endorsements and testimonials in support of the TVC

Feel free to contact any of us with questions or concerns. We look forward to a productive Board meeting this month harnessing everyone's energy to meet our debt reduction target!

Thank you!
Jonathan, Joyce and Marcy
TVC Resource Development Task Force