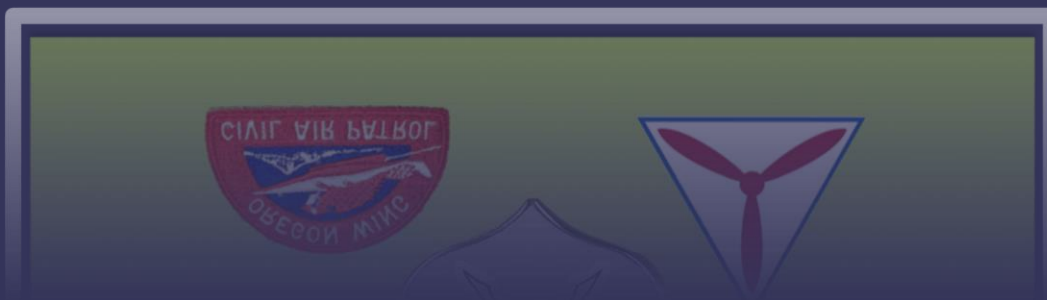


OREGON WING, CIVIL AIR PATROL

2016 Fund Development Plan



Headquarters, Oregon Wing, CAP – 28735 Grumman Drive
Eugene, Oregon 97402

Phone: (541)688-9408 Fax: (541)689-9509

E-Mail: orwghq@yahoo.com Web: www.orwghq.org

1. Concept Behind this Plan

A diversified and robust source of unrestricted funds is the lifeblood of any nonprofit organization. In order to fully pursue the three missions of the Oregon Wing, as the newly appointed Oregon Wing Development Officer, I have prepared this plan with two major categories of components.

First, I have identified several courses of action that can be taken to marginally increase the amount of income for the Oregon Wing with only a moderate rise in the administrative and management workload of our volunteers.

In addition, there are several efforts that can be undertaken in the intermediate term to significantly increase the Oregon Wing's available resources, and that will require a concerted effort on the part of available personnel. These have been outlined for consideration and approval on the part of the Oregon Wing Director of Finance, Finance Committee, and ultimately the Wing Commander.

2. Near-Term Initiatives

A. Federated Giving

The Oregon Wing has been accepted to participate in the Combined Federal Campaign, to take advantage of the largest employee giving campaign in the country.

I recommend that the Oregon Wing apply to join a fundraising federation, such as the Local Independent Charities of America in order to take advantage of additional employee giving opportunities.

In addition, a representative from each local squadron can request a meeting with their local United Way to ask for additional support if it aligns with their direction each United Way chapter has chosen to support agencies.

This should be undertaken before the end of the 2016 fiscal year, in order to be prepared to complete any required paperwork for funding opportunities that likely have deadlines near the end of the 2016 Calendar Year.



B. Affiliation Purchasing

There are several popular shopping venues that offer a percentage of the cost of items sold to customers that have identified a charitable organization they would like to support. The Oregon Wing can prepare a handout to give members, families, and friends of CAP.

The programs that should be applied for and promoted soon are:

- [Fred Meyer Community Rewards](#)
- [Amazon Smile](#)
- [iGive](#)

Some restaurants will similarly donate a percentage of the cost of food sold during a single time period that the Oregon Wing can promote. The Oregon Wing can easily promote one or two of these annually to support our organization. Some examples are:

- [Buffalo Wild Wings](#)
- [Five Guys Burgers](#)
- [Applebees, Burgerville, Dave & Busters, and more.](#)

C. Small Grants

Many stores, such as WalMart, offer small grants that can be taken advantage of to support events and even small budget items for normal operating costs. A survey of costs that can be offset with these types of awards should be undertaken before the end of August 2016.

D. Internal Stakeholder Solicitation

The Oregon Wing can create a concerted campaign to request support for a specific program from the members and families (e.g., parents of cadets). A draft pledge request brochure has been developed to support an expanded Oregon Wing Balloon Flying program.

3. Intermediate-Term Initiatives

A. Addition to the Oregon Income Tax Brochure

The Oregon Personal Income Tax, Schedule D, is entitled the "Oregon Charitable Checkoff Donations."

Ideal outcomes that inclusion on this form may bring forth: significant contributions from the citizens of Oregon; and an significant increase in the visibility of the Oregon Wing that could support marketing, public affairs, and recruiting.

The major obstacle to pursuing this course of action is the need to procure 10,000 signatures for the application to the Oregon Department of Revenue.

B. Grant Research and Application

Over the course of several months, the Oregon Wing can have several members collaborate to identify and write for grants that may be appropriate.

C. Annual Awards Breakfast or Evening Gala Event

These types of events can easily net \$10,000 or several times that amount depending on the size of the event and types of supporters invited.

If there were an appropriate award available to present to a community partner organization or individual, that would be an excellent theme to build such an event around.

We can also solicit item donations for a silent auction, though this would not be less appropriate at a breakfast, more appropriate for an evening gala. If we hosted a breakfast, we may solicit donations from those who attended, instead of having a silent auction.

This event could conceivably raise enough money to develop several initiatives within the Oregon Wing, but we would likely need to identify what we wished to raise such funding for.

Fundable ideas include:

- Flight scholarships for cadets
- Ground school training for all CAP members

- NCSA scholarships
- STEM programming for elementary school students or at-risk youth
- Hardware purchases for communications equipment
- Aerospace Education activities/projects at public events
- Etc.

In order to hold such an event, the Oregon Wing would need to dedicate several thousand volunteer-hours and commitment from the leadership team.

4. Long-Term Initiatives

A. Solicitation of an Annual Grant from the State of Oregon

This proposal is an obvious challenge, with similar grants in other states diminishing to nearly nothing across the country.

B. Hosting Community Aerospace Events & ES Training

Regularly scheduled conferences, fairs, and courses may be offered by the Oregon Wing to members of the public, and may be an opportunity to raise funds while promoting the two of the three core missions of the organization. This would be achieved by adding a reasonable fee above the costs of the event, with 20%-35% being recommended in order to keep this sort of program sustainable.

Examples of this sort of program include:

- Community disaster preparedness training
- Community model rocketry events
- Community remotely piloted aircraft competitions
- Community radio communications training
- Youth STEM day-camps
- Public aviation seminars concurrent with airshows or conferences
- And so forth.