Strategies and Tactics for Potential Donors

**Objective 1:** To increase businesses and potential donors awareness of Stillwater Life Services by 50 percent by Aug. 1, 2012.

**Strategy 1:** Reach potential donors with promotional and educational materials through all channels of communication available.

**Tactic 1:** Distribute Stillwater Life Services brochures to various businesses in Stillwater, to get them acquainted with the organization, because a lot of businesses in Stillwater said that they did not know about the organization.

**Tactic 2:** Stillwater Life Services will contact potential donors by sending out **weekly or monthly** newsletters informing the businesses about Stillwater Life Services and upcoming events. The purpose of the newsletter is to keep the organization fresh in the mind of its potential donors.

**Tactic 3:** Stillwater Life Services, will become active customers of the businesses, or at least have key employees get acquainted with the business owners or managers, to have a cordial relationship with them; important because it was a suggestion from the business survey.

**Objective 2:** To increase partnership with potential donors and Stillwater Life Services by 25 percent by Sept. 1, 2012.

**Strategy 2:** Reach potential donors/partners for Stillwater Life Services events with information about those events.

**Tactic 1:** Stillwater Life Services will contact potential donors about its upcoming event through the newsletter at least two months before the event is scheduled to happen. That will give the businesses time to get educated about the program.

**Tactic 2:** Stillwater Life Services will then send out a sponsor form/letter to those businesses, with details of the various categories in which the businesses can donate. Giving them enough time to make a decision and act upon it.

**Tactic 3:** Stillwater Services will send out letters of appreciation to the businesses that contributed and those letters will highlight the success of the event, which was concluded.