

Appendix 3. Headline Activities for the 3 Year Giving Programme.

Year 1 (2016/17). Set up stage – shaping the foundation stones of the work on which future growth will be dependent.

- Recruit staff to lead the programme of work:
 - Appoint full time giving co-ordinator - job description development, grade confirmation, recruitment. It will be imperative to get the right person in post with the skills and competencies to lead and deliver this new activity
 - Appoint fixed term business analyst post (following the fundraising coordinator's recruitment) circa 18 months
 - Extend social media post
- Giving co-ordinator to develop detailed project plan for delivery of priorities.
- Commission campaign and giving messages/design material. Plan and design first campaign on the trails to soft launch our giving approach
- Development and initiation of the staff and volunteers, technology and marketing dimensions of the new activity. Key will be the development of customer relationship management, marketing and programme management systems.
- Developing our expertise in Event Fundraising with an event pilot on the Trails August 2016 "A Walk in the Park"
- Implement easy enhancements to spontaneous donation using social media e.g. including 'Impulse buttons' and video clips on our website
- Business plan a customer relationship management process including information management and database procurement (Campaign Management System or full Customer Relationship Management System – tbc) - specification and business case for investment developed (taking advantage of any organisation-wide opportunities), with delegated approval secured. Data policy implications scoped
- Explore and develop a Peak District Visitor Payback Scheme.
- Continue existing programmes of giving supported e.g. the Access Fund, guided walk programme, volunteers and visitor centres.
- Establish programme management system and performance reporting
- Review of first year programme.
- Report to ARP Spring 2017 on performance, lessons learned and the suggested next two years' programme.

Year 2. (2017/18) Continued development and delivery

- Design and launch a Year 2 Campaign for the trails and structures built on the lessons learned from Year 1
- Develop and deliver our event and face to face resource package including the volunteer events team.
- Developing a Supporter Programme through which committed giving will be established with customer relationship management process in place
- Enhancing opportunities for ad hoc Spontaneous Donations (especially using social media)
- Appoint to a 'Customer data steward' post – 0.5FTE
- Appoint to a campaign officer post
- Implement customer relationship management process including configuration and data upload

- Further consideration of the use of volunteers – and in recruiting donors in particular – will be needed. Their effective use would minimise staffing costs and would optimise delivery.
- Design on-going fundraising events programme building on the lessons learned from the “Walk in the Park” event

Year 3. (2018/19) Review of Years 1 and 2 and exploration/development of new initiatives.

- Develop an enhanced approach to Legacies/In Memoriam and giving from High Net Worth individuals.
- Continuing to expand our campaign and supporter programmes and potentially launch a major campaign.
- Further development work to be considered on gift aid/charity.
- Review and lessons learned with next three year programme taken to ARP.