



CLEAN AIR PARTNERS Board Meeting: Fundraising Updates

JANUARY 17, 2019

2018 Recap

2018 Performance Measure	Status	Comments
Preparation of a prospect research list	Completed	Shared prospect list with Fundraising Committee in May 2018
Hold customized Clean Air Partners Board Member training	Completed	In-person in July 2018 and Webinar in November 2018
Development of a fundraising dashboard	Completed	Tracking spreadsheet
Preparation of a grants and sponsorship opportunity calendar	Completed	Tracking spreadsheet
Creation of boilerplate language for grant applications, to be customized for various proposals	Completed	Master proposal developed in June 2018 and updated in October 2018
Updating sponsorship giving levels	Completed	Updated June 2018
Development of boilerplate sponsorship packages for customization	Completed	Pitchbook developed in July 2018
Cultivation of targeted grant funders and corporate sponsors	Completed	Customized email templates to send to potential funders
Submission of grant proposals to at least 10 vetted prospects	Completed	Finalized January 2019
Preparation of reports on signature event and media campaign impact	Completed	Sherry Matthews reporting at September Board meeting



2018 Recap

Additional information:

- First grant proposal went out in October after Board approval in September of *On the Air 2.0* curriculum upgrades
- Developed quality core content and institutional knowledge of grants process and cultivation for Clean Air Partners
- Able to meet all performance measures in 2018

Focus on building Clean Air Partners' capacity to create and implement a grants strategy



Key Fundraising Activities in Q4 2018

Upon September 2018 Board approval of curriculum update approach the following took place:

- Created content for grant proposals, including proposal language, logic model and budget
- Cultivation emails that Jen sent to potential *On the Air 2.0* funders
- Cultivation emails and meetings with government agencies regarding Lawnmower Exchange
- Sent out grant proposals (average one application/week)
- Ongoing tracking of proposals in separate spreadsheet



Planned Fundraising Activities in 2019

Activities targeted in 2019:

- Update fundraising plan with new performance measures
- Await feedback from proposals sent out in 2018
- Research funding for Lawnmower Exchange (submit application for Montgomery County Council on 1/15/19)
- Update sponsorship packages for 2019 Ozone Campaign
- Begin to submit applications for Lawnmower Exchange in 2020
 - Two meetings in January on Lawnmower Exchange (Prince George's County and DC Department of Energy and the Environment) for funding commitments by November 2019

