



Development Committee Opportunities

High Hopes appreciates your volunteer leadership and dedication to our strategic vision. Each year, an ambitious fundraising goal is set to ensure we have the philanthropic resources to remain financially stable and nimble. The Development program cultivates, solicits and stewards individuals and organizations through various initiatives. Your partnership is important to nurturing these relationships.

Stewardship Initiatives

- Provide your own “donor story” to be used in appropriate communication channels
- Make thank you calls and write thank you notes to donors

Cultivation Initiatives

- Invite friends and colleagues to get to know High Hopes better through various activities such as Holiday Market, Horse Shows Days, Big Barn Bash, and visiting the Farm. Attend events with them, when possible.
- In advance of scheduled outreach for a development visit, contact this known colleague/friend and encourage them to accept an invitation to have a conversation with the Executive Director or Development Director
- Participate in nurturing a relationship(s) with a particular donor(s) or community partner(s)

Discovery Initiatives

- Participate in a peer screening with the Development Director to identify potential major gift donors to High Hopes

Solicitation Initiatives

- Following important solicitations made by the Executive Director or Development Director, contact the potential donor and encourage them to seriously consider the gift proposal and offer your perspective as a leadership volunteer and donor

Marketing and Communications

- Provide feedback on communication design and content for annual appeal, planned giving marketing, community partner marketing and case for support
- Provide feedback on website design and content

Leadership Initiatives

- Commit to High Hopes being in your top three philanthropic priorities
- Become a member of the Legacy Society by establishing a planned gift
- Encourage your local community to consider volunteering at High Hopes
- Provide guidance on dashboard reporting and metrics used to track progress to goals