



**VISION**

That Special Olympics Wyoming has sustainable funding in place to support the organizations activities throughout the state.

**The CHALLENGE**

**The Issue**

- ◇ Funding sources should reflect the state-wide presence of the organization.
- ◇ Assure that fund development is in line with program development.

**Our Role**

- ◇ Manage current donors and fund-raising activities.
- ◇ Assure that the organization has a balanced approach to funding sources.

**Successes**

- ☑ Two state-wide Special Events in place and growing (Jackalope Jump and Law Enforcement Torch Run).
- ☑ Investment portfolio in place

**Limitations**

- ◇ Multi-level funding sometimes confusing.
- ◇ Greatest activity in central Wyoming.

**The SOLUTION**

**1**

Engage the younger generation in fundraising efforts

- ◆ Create opportunities that appeal to teens and young adults.
- ◆ Collaborate with Unified Strategies schools



**2**

Develop the donor process

- ◆ Finalize a sponsor packet that includes benefits, employee engagement and impact to the organization.
- ◆ Build relationships with existing donors.
- ◆ Implement a progressive thank you plan for engagement with current donors.

**3**

Continue engagement in Planned Giving

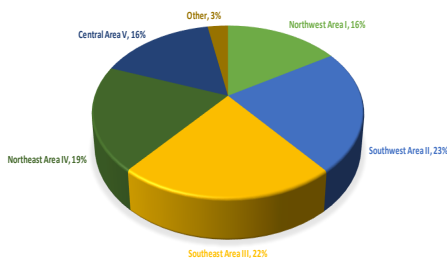
- ◆ 1 Commitment in 2014. (1:3 ratio on known vs unknown gifts)

**4**

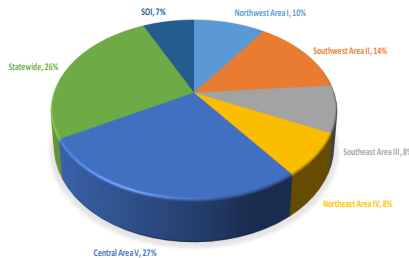
Explore potential of state of Wyoming Funding

- ◆ Using existing Special Olympics resources to determine approach

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