

Proposed ASTDN Resource Development Plan

DRAFT – 6/23/09

Vision

As a result of ASTDN member and staff efforts, ASTDN has the resources to support public health nurses and their leadership in the promotion of healthy behaviors, disease and injury prevention and health equity. The public health nursing workforce and infrastructure has the knowledge, skills, and resources needed to protect and promote the public's health.

Financial Vision

ASTDN will have a stable and diversified funding stream that is adequate to fulfill its mission and make measurable progress toward achieving its goals.

Goal 1: Create a Development Committee to oversee and maximize all fundraising

Objective: By July 31, 2009, ASTDN will have identified a chair and at least 4 individuals to form an ongoing committee

Activities:

- The Executive Board will appoint a development committee that works closely with the Treasurer, Financial Committee and Executive Board to maximize funding to support ASTDN activities.
- A chair will be identified.
- With the assistance of the Executive Director and the Communications Coordinator, the committee will create a three-year development plan which is updated annually.

Goal 2: Increase grant support for ASTDN activities

Objective: By June 1, 2010, ASTDN will have applied for at least two grants to fund nationwide activities.

Activities:

- Continue discussion with HRSA and CDC on opportunities for ASTDN to further national public health system goals.
- Arrange presentations for CDC and HRSA on ASTDN work under the last cooperative agreement.
- Continue to research potential funding from foundations.
- Identify and qualify at least two foundations to cultivate that may have an interest in further strengthening public health nursing and public health nursing leadership.
- Introduce and inform the foundations about ASTDN work and potential projects.
- Pursue grant postings on www.grants.gov

Goal 3: Increase membership revenues

Objective: By June 30, 2010, ASTDN will have doubled its membership.

Activities:

- Activities will be overseen and tracked by the Membership Committee.
- State representatives will be asked for leads from their state.
- A promotional e-mailing will be done, directing new members to the website.
- A promotional hardcopy mailing will be formulated to go to county and local health department leaders on the benefits of ASTDN membership.

Goal 4: Increase the number of fundraising events

Objective: By June 1, 2010, ASTDN will have implemented at least one fundraising event.

Activities:

- Identify a board member to chair a fundraising event committee.
- Determine a budget and a goal amount to be raised.

Goal 5: Increase individual donors

Objective: By June 1, 2010, ASTDN will have raised at least \$20,000 via individual donors.

Activities:

- Add donor button to the ASTDN website.
- Send a listserv message soliciting members and donors.
- Identify and qualify at least 5 individual prospects.
- Meet with at least 5 individual prospects within 1 year.