

Melanie Kosaka ~ Scope of Services

After Melanie Kosaka completes the second stage of her work, as outlined in the TOC Action Timeline 2021-22, and we assess our needs and objectives, we may want to look at an additional phase of work with her. This could include consulting on deeper community engagement and giving; designing of fundraising tools for various sectors, like corporate, members and the community at large; and identifying potential resources from grants and partnerships to leverage the work that TOC does.

For now, Melanie has asked us to consider our specific objectives in our end of the year appeal and if there are any special things that TOC would like to achieve with the appeal, like:

1. Getting New Members
2. Increasing Additional Giving from prior contributors
3. Planned Giving (Note from Winston: probably, as we have discussed we will keep this separate)
4. Other items?

From Melanie: "Of course, achieving all of the above is always top of mind, but for a special appeal a direct/specific ask is most effective. Let me know if TOC has any objectives on what they'd like to achieve with the end of the year appeal."