**NEOA Development Chair:** 

**Development Chair Position Summary:** This is an ad- hoc committee. The main responsibility of this committee is to identify and implement fundraising for the Association. Principal Responsibilities: \* Attend board orientation (September) and four (4) meetings: December, February, April and June \* Submit a budget request to president and finance committee for board approval \* Establish a committee of members from each state \* Maintain and foster relationships with existing funders and supporters \* Prepare letters and other communication for underwriting sources to support major NEOA activities and events such as the Annual Conference and TRiO Day \* Solicit new sources of financial support for NEOA initiatives. \* Actively contribute to and participate in all board activities/discussions Contribute information to the NEOA newsletter as appropriate.

**Goal 4: Build and strengthen NEOA’s Financial & Organizational Resources**

**4.2 Create an annual development plan to support NEOA activities each year**

* 1. Establish annual development goal.
	2. Represent Association in public arena to potential funders to identify and cultivate contacts.
	3. Generate and update a list of partners and supporters for the development plan.
	4. Expand Development Committee to include a point person for each program as members of the Development Committee.

**4.3 Develop and implement a marketing plan for NEOA**

* 1. Review and update existing marketing materials and media to support development plan.
	2. Identify target audiences including New Directors, membership, funders and elected officials.
	3. Develop customized messages to reach target audiences.
	4. Evaluate plan effectiveness and results.

***NEOA BOARD MEMBER REPORT 2023-2024***

Name: Ramon Gonzalez

Date: 9/13/2023

Board Position: **NEOA Development Chair**

***NEOA Board Strategic Goals for 2021-2026***

***Goal 1: Strengthen and Support State Associations***

***Goal 2: Provide Professional Learning Opportunities for Membership***

***Goal 3: Foster Leadership within NEOA***

***Goal 4: Build and Strengthen NEOA’s Financial and Organizational Resources***

***Goal 5: Strengthen NEOA’s Capacity to Advocate on Behalf of EOP students***

State and Regional Activities Related to the Board Strategic Plan since the Last Meeting (include new initiatives, progress made in your committee or state, meetings and events held, professional development activities, fundraising, etc.):

***What this Committee has done since last NEOA Board Meeting: Email was sent to all Sponsors from the 2023 conference announcing opportunities for 2024 conference. 3 sponsors (Innovative Educators, Cambridge Education Services & Innovative Educators) stated they were interested, same as last year. Invoices were sent to both companies. Spoke with Single Stop – a hub of resources that starts at 15K to connect people with resources in their area like WIC, Section 8, heating assistance etc. Innovative Educators appears to have paid the invoice I sent, but it has not appeared in paypal. I have also touched base with Casey about sponsorship page and we have updated it to reflect that work. THANK YOU CASEY!***

***Accomplishments:***

***Specific Goals for the Year:***

|  |  |
| --- | --- |
| ***Specific Goals*** | ***Percentage Accomplished*** |
| Make it rain!  | ***0%*** |
|  |  |
|  |  |
|  |  |
|  |  |

***Specifically, how have this committee supported the Strategic Plan:***

***Goal 1****: Strengthen and Support State Associations*

***Goal 2****: Provide Professional Learning Opportunities for Membership*

***Goal 3****: Foster Leadership within NEOA*

***Goal 4****: Build and Strengthen NEOA’s Financial and Organizational Resources – reaching out to many potential sponsors.*

***Goal 5****: Strengthen NEOA’s Capacity to Advocate on Behalf of EOP students*