

| DEVELOPMENT ROAD MAP | MARCH 2022 | APRIL 2022 | MAY 2022 | JUNE 2022 | JULY 2022 |
|------------------------------|---|--|---|--|---|
| Development Committee Agenda | <ul style="list-style-type: none"> ✓ Committee transition ✓ Sponsorship Update ✓ FY23 Annual fund Design | <ul style="list-style-type: none"> ○ Finalize FY23 sponsorships ✓ FY23 Annual Giving design/timeline ○ Committee recruitment | <ul style="list-style-type: none"> ○ Review & approve Annual Fund design ○ Recruit subcommittee leaders | <ul style="list-style-type: none"> ○ Committee member recruitment | |
| Individuals | <ul style="list-style-type: none"> ✓ Complete Board Campaign | <ul style="list-style-type: none"> ✓ Complete FY22 Campaign ○ FY23 Annual Fund Program Design | <ul style="list-style-type: none"> ○ Prospect development | <ul style="list-style-type: none"> ○ Prospect development | <ul style="list-style-type: none"> ○ Begin FY23 Individuals Campaign |
| Corporate | <ul style="list-style-type: none"> ✓ Solicit FY23 sponsorships | <ul style="list-style-type: none"> ○ Confirm all FY23 sponsor agreements | <ul style="list-style-type: none"> ○ Complete all FY23 sponsor agreements | <ul style="list-style-type: none"> ○ Season brochure recognition page | |
| Grants | <ul style="list-style-type: none"> ✓ Town Grant presentation | <ul style="list-style-type: none"> ○ Town Grant review process | <ul style="list-style-type: none"> ○ NCAC and ASC Requests | <ul style="list-style-type: none"> ○ Grant research ○ Annual Grant Timeline | |
| Stewardship | <ul style="list-style-type: none"> ✓ Design annual benefits to maximize cultivation & stewardship opportunities | <ul style="list-style-type: none"> ○ Confirm stewardship plan for FY23 ○ ID tentative dates for preview party ○ Design and issue Insider Newsletter | <ul style="list-style-type: none"> ○ Schedule donor recognition event (July) ○ Schedule Thank-a-thon ○ Design Insider Newsletter | <ul style="list-style-type: none"> ○ Plan donor recognition event (July) ○ Hold Thank-a-thon ○ Issue Insider Newsletter | <ul style="list-style-type: none"> ○ Donor Recognition / Season Preview Party ○ Design Insider Newsletter |
| Capital Campaign | <ul style="list-style-type: none"> ✓ Major gifts ✓ Upgrade early donors ✓ Brick engravings sent to Pine Hall Brick | <ul style="list-style-type: none"> ✓ Major gifts ✓ Update website – 4 x 8 outdoor bricks only ✓ Founders Society display | <ul style="list-style-type: none"> ○ Major Gifts ○ Recognition plaques ordered | <ul style="list-style-type: none"> ○ Major Gifts | <ul style="list-style-type: none"> ○ Major Gifts |
| Cain Center Champions | <ul style="list-style-type: none"> ✓ Finalize Volunteer Program: Cain Center Champions | <ul style="list-style-type: none"> ✓ Online registration form ○ Volunteer policies | <ul style="list-style-type: none"> ○ Champions Handbook ○ Recruitment begins | <ul style="list-style-type: none"> ○ Schedule training sessions to begin in August/September | <ul style="list-style-type: none"> ○ Recruitment |
| Behind the Scenes | | <ul style="list-style-type: none"> ✓ Database cleaning & management | <ul style="list-style-type: none"> ○ Website redesign ○ eTix / Neon API | <ul style="list-style-type: none"> ○ Website redesign ○ Season Brochure info | |

FY23 Sponsorship Campaign Status Report

As of 2022.04.19

Total Booked and Verbal \$62,890

\$ 35,390 \$ 27,500 \$ 102,500 \$ 30,000

| Sponsor name | Lead | Booked | Verbal | In Discussions | Prospect | Declined |
|----------------------------------|--------|-----------|-----------|----------------|-----------|-----------|
| Burke Marketing | Dionne | \$ 2,500 | | | | |
| Thebeau Law | Mixer | \$ 2,500 | | | | |
| United Community Bank | Dionne | \$ 2,500 | | | | |
| Royal Bliss Brewing | Mixer | \$ 2,890 | | | | |
| MSC | Mixer | \$ 5,000 | | | | |
| Novant Health | Mixer | \$ 10,000 | | | | |
| Wilson Family | Dionne | \$ 10,000 | | | | |
| Morgan Stanley | Mixer | | \$ 2,500 | | | |
| Trane Technologies | Mixer | | \$ 5,000 | | | |
| Visit LKN | Dionne | | \$ 2,500 | | | |
| Pepsi Bottling Ventures | Mixer | | \$ 2,500 | | | |
| North Main Financial | Mixer | | \$ 5,000 | | | |
| Truist | Mixer | | \$ 10,000 | | | |
| C Design | Dionne | | | \$ 2,500 | | |
| Edifice | Dionne | | | \$ 2,500 | | |
| Energy United | Mixer | | | \$ 2,500 | | |
| Greer Walker | Dionne | | | \$ 2,500 | | |
| Lake Norman Realty | Mixer | | | \$ 2,500 | | |
| Yates Realty | Mixer | | | \$ 2,500 | | |
| Dick & Donna Johnson | Dionne | | | \$ 5,000 | | |
| North Mecklenburg Rotary | Dionne | | | \$ 5,000 | | |
| SouthEnd Reclaimed | Dionne | | | \$ 5,000 | | |
| United Bank | Mixer | | | \$ 5,000 | | |
| Allen Tate | Dionne | | | \$ 7,500 | | |
| Irvin Law Group | Dionne | | | \$ 10,000 | | |
| Atrium Health | Dionne | | | \$ 50,000 | | |
| Lowe's | Mixer | | | | \$ 5,000 | |
| Robin Salzman/ LKN Jeep Chrysler | Dionne | | | | \$ 5,000 | |
| Marion Automotive | Washam | | | | \$ 10,000 | |
| McIntosh Law Firm | Dionne | | | | \$ 10,000 | |
| Bank of America | Mixer | | | | | \$ 10,000 |
| Wells Fargo | Mixer | | | | | \$ 10,000 |