

**ORGANIZATION COMMITTEE DRAFT WORK PLAN FOR 2009-2010**

<b>PROJECT</b>	<b>LEAD/PARTNER</b>	<b>PROCESS</b>	<b>GOALS</b>	<b>BUDGET</b>
<b>Annual Meeting &amp; Awards Ceremony</b>	Shelly O'Neal Alyson Woznicki Joanne Gibson	<ul style="list-style-type: none"> <li>• Select Date &amp; Venue</li> <li>• Create &amp; mail invitations</li> <li>• Create Annual Report</li> <li>• Volunteer Recognition</li> <li>• Organize Volunteers for Event</li> <li>• Plan Agenda</li> <li>• Prepare slide show</li> </ul>	Report on Main Street Activities and mission for upcoming year, recognize volunteers	\$1,500
<b>Annual Appeal – Move to Development</b>	Pat Butler Peggie Cosgrove	<ul style="list-style-type: none"> <li>• Identify Target Audience</li> <li>• Write letter</li> <li>• Reply card/Return envelope?</li> <li>• Print &amp; mail</li> </ul>	Fundraising Awareness	\$1,000
<b>Membership Drive</b>	Mary-Jane Cassidy, Chair	<ul style="list-style-type: none"> <li>• Write &amp; Mail Renewal Letters</li> <li>• Target additional potential members &amp; write letter(s)</li> <li>• Print &amp; mail</li> <li>• Design new thank you card every year &amp; mail to members</li> <li>• Track membership</li> </ul>	Increase membership	\$500 (postage)
<b>New London Main Street Newsletter</b>	Joanne Gibson	<ul style="list-style-type: none"> <li>• Spring 3/15</li> <li>• Summer 7/15</li> <li>• Fall 11/15</li> </ul>	Communicate information about Main Street	\$2,000 printing \$400 mailings \$1,500 design
<b>Volunteer Appreciation</b>	Joanne Gibson Open	<ul style="list-style-type: none"> <li>• Considering some new ideas for additional volunteer recognition throughout the year</li> </ul>	Encourage volunteers to stay involved with Main Street and to get others involved	\$1000 (mailings & refreshments)
<b>Monthly Volunteer E-newsletter</b>	Joanne Gibson	<ul style="list-style-type: none"> <li>• Write monthly informative e-newsletter targeted to current (&amp; potential) volunteers, members, and downtown business community</li> </ul>	Communicate with, and recognize, volunteers	\$0 (utilize Constant Contact)
<b>The Big Picture annual community photo</b>	Joanne Gibson Vinnie Scarano	<ul style="list-style-type: none"> <li>• Promote (via Main Street website, TWINL, volunteer e-newsletter, e-blasts, press release)</li> <li>• Coordinate photographer &amp; location</li> <li>• Encourage participants to eat lunch downtown</li> </ul>	Pull together members of community who have contributed in some way to New London's revitalization; get people excited to be in The Big Picture	\$0