

MAKING CHANGE HAPPEN

The California Commission on the
Status of Women & Girls
1965-2015

HOW TO ACCOMPLISH OUR GOALS

- ◉ WHAT are we doing - Impact and Program
- ◉ WHERE are we going - Goals
- ◉ WHO are we asking - Target Donors
- ◉ WHY will donors give - Message
- ◉ HOW will we ask - Fundraising Tools
- ◉ WHO will ask - Messengers
- ◉ HOW will this get done - Infrastructure
- ◉ WHEN will it happen - Time Line & Action Items

GOAL FOR 2015

- ⦿ Drawing on a 50 year legacy of Leadership, The CA Commission on the Status of Women and Girls continues to move forward as a significant force and trusted partner on behalf of California's women and girls in the 21st century.

GOAL FOR 2015

- ◎ The Commission's 50th anniversary year provides an opportunity to involve women and supporters of women and girls statewide to elevate the Commission's mission to improve the quality of life for all women and girls

OBJECTIVES

○ Raise Awareness

- Elevate Commission visibility and engagement statewide
- Highlight targeted issues statewide among key audiences

○ Celebrate 50 Years of Commission work and CA Women's Story/Stories

- acknowledge committed leaders
- acknowledge successful milestones (e.g. laws)
- link our leaders past - present -future ; Engage Young Women

○ Fundraise

- Raise \$250, 000 to support Commission programs and goals

STRATEGY

- Utilize the Commission's 50th Anniversary year to engage interest and support statewide. Create a "Friends of the Commission" organization to raise awareness and funding through a series of 50th anniversary events. Use Dates from 1965 to engage supporters for action.
 - March 4 - introduced/first reading - Senate - Los Angeles
 - June 3 approved by Senate/June 4 introduced Assembly - San Francisco
 - June 17 - approved by Assembly
 - June 30 - Sent to Governor - Sacramento
 - July 15 - Signed by Governor - San Diego

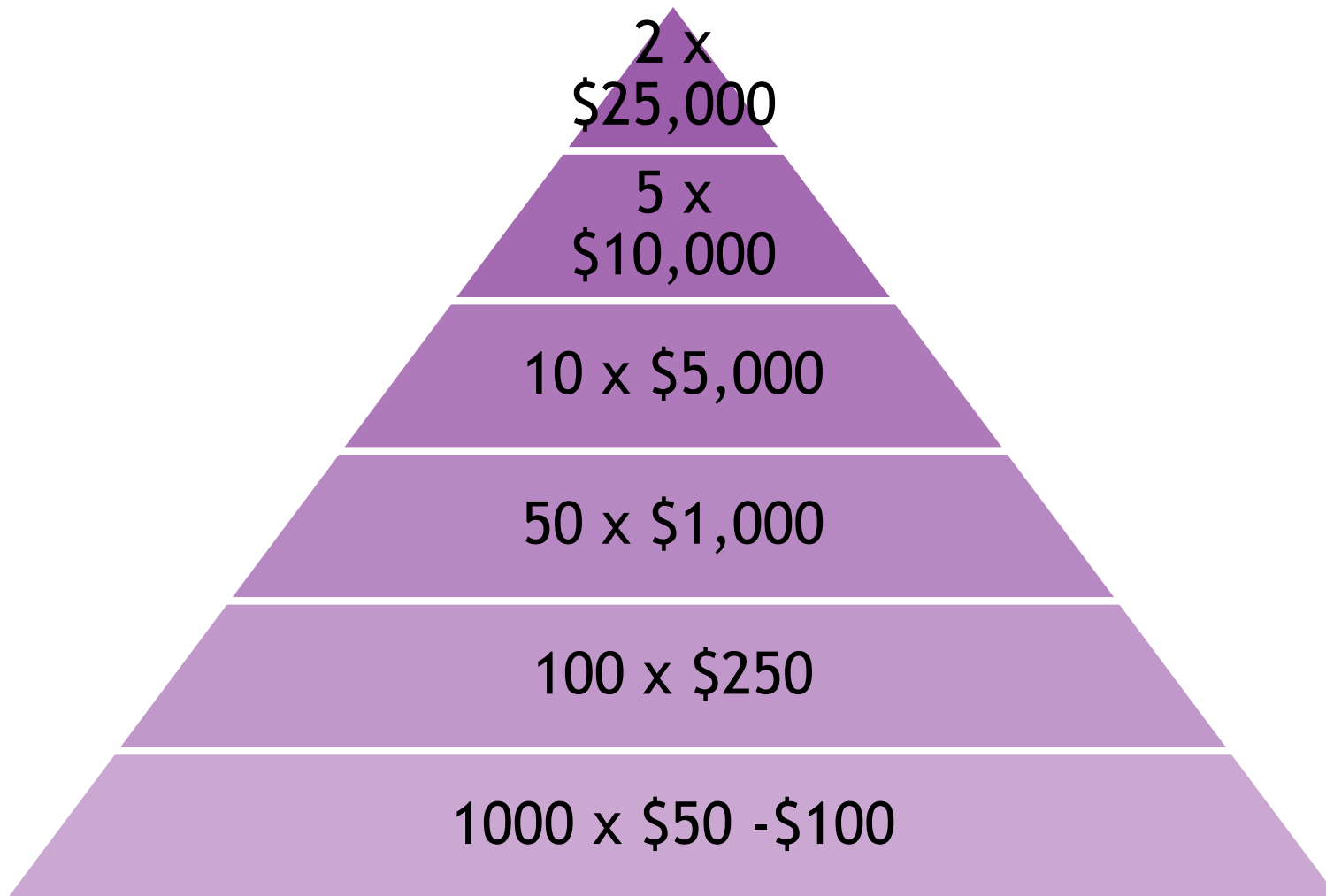
STRATEGY

- ⦿ Establish host committees and/or the “Friends of the Commission” in January and February 2015 chaired/co-chaired by prominent CA women
- ⦿ Four 50th Anniversary Events - Sacramento, San Francisco, San Diego and Los Angeles- Target \$25k each. Dates throughout 2015

ACTIVITIES

- ◉ Obtain five sponsorships of Commission Programs at \$10 to \$25k each - \$100k
 - Sponsor would be recognized partners for all 2015 events and programs
- ◉ Spearhead CA Women Opening Doors For Women Initiative Engage 1000 women in 50 house party events statewide. Target: \$50k

WAYS TO OUR GOALS



NEXT STEPS

- ◉ Establish “Friends of CA Women and Girls” organization
- ◉ Incorporate with the Secretary of State’s Office
- ◉ Identify 10 Steering Committee members - January-February
- ◉ Steering Committee Luncheon - February, 2015
- ◉ Event for CA Women Appointees
- ◉ High dollar fundraiser in Sacramento- key targets
- ◉ CA Opening Doors for Women Initiative
- ◉ Write overview document
- ◉ Outreach to local women commission’s for partnering- January 31, 2015
- ◉ Identify/activate 50 hosts
- ◉ Identify event theme(s) targeting
- ◉ 50th Anniversary Events
- ◉ Obtain Individual Sponsorships-connected to programs
- ◉ Create 50th Anniversary Collateral Materials
- ◉ 50th anniversary brochure
- ◉ 50th anniversary video
- ◉ 50th anniversary webinars