URBANA-CHAMPAIGN INDEPENDENT MEDIA CENTER
DEVELOPMENT ADVISER WORK PLAN 2010-2011

VISTA Assignment Description Goals:

I. Work with the UC-IMC Finance working group and UC-IMC project-leaders to understand organizational needs and to develop and implement a comprehensive organizational funding model.
   a. Meet with board members, project-leaders, and UC-IMC staff. (10/15/2010)
   b. Develop and present a comprehensive funding plan, have steering approval. (12/15/2010)
   c. Support UC-IMC members in implementation of plan, document progress. (6/30/2011)
   d. Report back to UC-IMC steering & leadership on success/challenges of funding plan. Make recommendations for future. (7/30/2010)

II. Keep abreast of UC2B movement to ensure UC-IMC Anchor Institution awarding as part of the Broadband Technology Opportunities Program (BTOP) grants.
   a. Meet with all partners of UC2B project and receive orientation to the UC-IMC's roles and objectives as a partner organization. (11/15/2010)
   b. Research foundations and organizations that support Broadband initiatives and provide support. (12/15/2010)
   c. Meet and engage with potential funders. (7/30/2011)

III. Train UC-IMC members in fundraising.
   a. Work with UC-IMC leadership to craft a campaign that can meet the needs identified in goal 1. (11/01/2010)
   b. Identify UC-IMC members who can participate in and support the campaign and solicit their support. (11/15/2010)
   c. Arrange and implement trainings for UC-IMC members involved. (4/15/2011)

2010 Actually Existing Development Adviser Work Plan:

I. Fundraising Management
   a. UC-IMC Fundraising training

       i. Organize fundraising training session for IMC working groups and members with Danielle Chynoweth (2/2011)

      ii. Encourage participation in Development working group *(see below)*

  b. Create Development working group (11/2010)

       i. Coordinate with Sustainers to ensure parallel, but not intersecting, work

      ii. Advertise to all working groups; incl. that there will be space for individual group fundraising

     iii. Consider other interested persons (e.g. Danielle Di Venere, Katie Waters)

  c. Other helpful-to-Finance organizational improvements

       i. Help create Outreach working group (1/2011).

         1. Seek AmeriCorps member and AC Program Director support.

      ii. Strengthen Steering Group, or find desirable and consented-upon alternative to do long-term visionary work for UC-IMC and address large organizational questions

     iii. Move towards in-office daily process of document digitization[1] (12/2010)

         1. Consider which server or program can best meet UC-IMC's needs for security, ease of use, sustainability, and transparency

         2. Perhaps the UC-IMC wiki is best

  d. Re-design website for fundraising appeal (12/2010)

       i. Make historical docs & other fundraising-supporting information easily accessible on the website

         1. Communications infrastructure that supports fundraising

      ii. Create a features area with tech to highlight events and accomplishments on the website.

     iii. Make sure website represents the breadth of our work and community.

     iv. Thanks to donors have to be represented on website

      v. Incl. Public I donors

     vi. List of our collaborators, incl. "if you see someone missing, we apologize for the oversight, plz email Austin McCann"

    vii. "What is the impact for your gift?"

  e. Payment (11/2010)

       i. Enable and publicize recurring payments for all member types

      ii. Work with Tech to have a CiviCRM-enabled membership form online

  f. CiviCRM (12/2010)

       i. Enable CiviCRM annual reminder to members when their membership is up for renewal

      ii. Create CiviCRM form on website for new members (10/31/2010) (completed)

         1. Work with Tech on this project

     iii. Build our contacts database

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[1] The IMC's current system of having 1-2 hard copies of documents without a commonly shared network where documents can be sought for is problematic.

1. Work with working groups to ensure that our centralized capture of their contacts (12/2010)
2. Create "Sign up to stay in touch!" field on *all* UC-IMC sites & sub-sites (e.g. *Public* I, WRFU, B2P), and have these lists fed into CiviCRM (12/2010)
3. Contact all working group listserv members and ask for their contact info, e.g. "Sign up to stay in touch!" (12/2010)
   a. Tell them: this will include important IMC info; we will not share your contact information with anyone
4. Make sure all UC-IMC contacts have the opportunity to get weekly event information: either automatically include them, or give them that option
5. Put QB contacts (*viz.* donors, members, renters; not vendors, plumbers) into CiviCRM
   g. Grant-writing process
      i. Create a calendar with LOI, application, and report due dates for grants (10/2010) (Complete)
         1. Keep abreast of all updates
      ii. Rule of thumb: All grant applications add a 10-15% administrative cost for Gen Ops
   h. UC-IMC Board of Directors
      i. Revise current board (11/2010)
         1. Consider & cultivate Mike Lehman Board Director replacement
         2. Ask inactive members to resign
         3. Work with Danielle & other interested parties to consider new board members
      ii. Revise board responsibilities to include new fundraising & fiduciary responsibility tasks

II. Budgeting & Planning
   a. 2011 budget
      i. Work with Finance group to craft 2011 budget (12/2010)
   b. Annual Report
      i. Work with Finance group to produce 2010 Annual Report (12/2010)
         1. Finance Group's report
         2. 2010 Success Stories
         3. Austin's 10th Anniversary *Public i* article
         4. Staff & Board list
         5. Auditor's report on corporative governance
         6. Mission statement
         7. Financial statements (auditor's report?)
         8. Balance sheet
         9. Statement of retained earnings
         10. Income statement

           11. Cash flow statement

           12. Notes to the financial statements

           13. Accounting policies

           14. Donor list (possibility)

       ii. Put AR on website, send to donors (1/2010)

    c. Fundraising Plan

       i. Create 2011 Fundraising/Development plan with Fundraising group (12/2010)

       ii. Get Finance approval (12/2010)

       iii. Implement (1/2011)

    d. S.O.S. Plan

       i. Work with Finance to craft multiple emergency back-up plans (1/2011)

III. Income

    a. Develop case for becoming a donor (12/2010)

       i. What does the IMC do with donations that no one else can? (i.e. Why are we special to this community? To this nation?)

       ii. What impact will donor dollars make on the community, on the independent media movement, and/or on empowering people to speak?

    b. Membership

       i. Restructure Membership level hierarchy (10/2010) (Complete)

          1. Create new membership form (10/2010) (complete)

       ii. Membership Perks

          1. Look over membership benefits to determine best possible offers, e.g.

             a. Free UC-IMC.org email and listserv hosting

             b. Access to media training

             c. Space rental discounts

             d. Access to subsidized art studios

                i. Starting immediately, all new artists in these studios must be IMC members

                ii. Approach current artists about membership

             e. Discounts at local stores

             f. Explore cross membership drives and perks with the Food Coop, e.g. Common Ground Co-op members get UC-IMC rates on space rentals & UC-IMC members can get member deals at coop

                i. Consider joint membership drives

          2. Create and print UC-IMC membership cards or press badges; include expiration dates, either on the card or printed on a sticker

       iii. "Why Should I Be an UC- IMC Member?" brochure

          1. Provide information to (hypothetically existing) design intern to create (1/2011)

          2. Give brochure to all working groups and distribute locally

         iv.   Go to each working group and re-emphasize that their volunteers must pay UC-IMC dues

  c. Membership Drives
- i. February 2011
  1. Broadcast on RFU, plan with working groups

  d. Individuals (non-Membership)
- i. Organize end-of-year/November mailing to the community (11/30/2010)
  1. Ask current Board members and other IMC individuals to find possible IMC friends
     a. Clarify: we're only going to send *x* communiqués per year
  2. Talk to non-profits close the IMC if there are specific individuals they think could be interested in the IMC's work
  3. Make effort to personalize as much as possible
  4. Include a copy of the Sustaining Fund *News Gazette* piece & a community-development-oriented request

  e. Foundations
- i. Illinois Arts Council: $6,000 (Deadline: April 2011)
  1. Look into IAC's non-monetary resources
  2. Meet with Encarnacion Terrell & Danielle (12/2010)
- ii. Kresge Foundation
  1. Make a call happen this fall (11/2010)
     a. Cultivate with Sascha Meinrath
- iii. Resist Foundation
  1. Find out how to channel money to a related group (e.g. CUCPJ or another smaller ally) that might support UC-IMC goals (11/2010)
- iv. Sparkplug Foundation (12/2010)
  1. Possible closure on WRFU Tower Fund, or other appropriate fit
- v. LINC (11/2010)
  1. Ask LINC for recommendations on improving our application and ask for next year's dates
- vi. Lumpkin Family Foundation (12/2010)
  1. Coordinate with Nicole, who has a strong relationship with Lumpkin
- vii. Illinois Disciples Foundation Social Justice Fund[2] (Deadline: March 15, 2011)
  1. Schedule in-person meeting with the fund administrator to explore general operations funding
     a. Contact Belden for the fund administrator's name
- viii. Ford Foundation
  1. Remind Danielle to contact Orlando to update him on our LINC rejection, ask him for other ways to build and communicate our national model for Community Media Centers

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[2] IDFSJC has funded our programs for years.

   2. Complete Nicole's Ford briefing and give to Orlando (1/2011)

  ix. Media Democracy Fund (Deadline: August 31, 2011)

   1. Remind Danielle and/or Sascha to approach Helen at MDF about funding UC-IMC next year (1/2011)

  x. Surdna Foundation

   1. Remind Danielle to contact Lynn Stearns for Surdna/IMC orientation (11/2010)

  xi. Rockefeller

   1. Set-up informational meeting (11/2010)

  xii. Community Foundation of Champaign County[3]

   1. Consider what kind of (more) conservative projects they might fund: maybe Shows, B2P, or WRFU so they won't fund the public I, but they might fund stuff for shows, books to prisoners, or WRFU

  xiii. SORF (UI student funding)

   1. Seek funding for UC-IMC RSO equipment to be used and stored at our location[4]

 f. Government

  i. Seek economic development agreement with the city to support capital improvements to the building: windows, east door with access ramp into sun room, wheelchair access to lower level. Ask for 10-12 years of taxes back, plus more bike parking, plus access to the parking lot to the east.

  ii. IndyMedia & Arts Lab

   1. Submit 2010 final report (2/2011)

   2. Provide SDaS with 2011 IAL information, help initial planning stage

   3. Present to council[5]

 g. Events

  i. IMC Film Fest

   1. Meet with Jason Pankoke, Brian Dolinar, Kristina Williams, & Ke'Juan Jones to begin planning process for 2011 Film Fest (11/30/2010)

  ii. Cinema Soundz

   1. Meet with ODDmusic to plan 1st Cinema Soundz event (11/15/2010)

 h. Other

  i. Community Shares

   1. Find possible alternative CS-IL liaison (11/15/2010)

   2. Consider options for increased participation, thus dividends (11/30/2010)

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[3] CFCC have funded UC-IMC program equipment needs.

[4] A good source for production/audio equipment.

[5] In grant: Ensure administrative costs. Ensure outreach to prove community relevance.

         ii. Passive Income Generators
            1. E-Scrip: Schnuck's & IGA
               a. Implement e-scrip program(s) and figure out how best to advertise to IMC members and/or supporters (12/2010)

IV. Non-Income Projects
    a. Job Training Program
        i. Meet with representatives at Champaign Consortium to seek funds for Job training program with Aaron Ammons at the IMC, and for other uses of stimulus funds at the IMC