



## **USCSA Development Sub-Committee (DSC) Executive Summary**

*USCSA Bylaws 2.6.2.5.1: The Development Sub-Committee shall be chaired by a member of the organization's Board of Directors and membership shall be appointed by the President with a recommended 4-6 members. The membership shall include non-board members with fundraising experience and/or well networked and willing to access network for the organization's benefit. Assist in raising the charitable support/contributed income the organization needs to fully execute its mission. It is the responsibility of this sub-committee to lead and facilitate the board's involvement in advancing the organization's fundraising plan; soliciting corporate, foundation and individual donors/sponsors.*

### **Background**

The USCSA continues to grow and with this growth, comes the responsibility to increase the financial security of the organization. Changes to insurance, operating expenses, and future plans all drive this requirement and we have reached a point in the organization's life where we cannot solely rely on registration fees to support our operation. We are surrounded by opportunities for donors and partners, and obtaining, supporting, and growing these opportunities require specialized skill sets that cannot be handled by our Board, Managing Director, or Marketing Committee alone. We need a group of experienced development experts to generate ideas and advise the Board, Managing Director and Marketing Committee on best practices and effective strategies.

When the organization restructured in 2018, we laid the framework in our bylaws for the Development Sub-Committee, nested under the organization's Finance Committee. As shown above, it is responsible for securing additional income streams to support the goals of the USCSA. This differs from the Finance Committee, which has overall financial oversight and budget execution for the organization.

The USCSA is about to release its 1, 3, and 5 year strategic plan and to support that plan, we must identify sustainable opportunities for funding that diversify our funding streams such that we lessen our reliance on membership dues and support our strategic growth. We are interested in speaking with potential committee members whose background and experience would enable the goals of the committee and organization. Below are several near-term initiatives and questions that we hope this committee will address.

### **Development Sub-Committee Near-Term Initiatives/Deliverables**

- Investigate and understand a target partnership market for the USCSA
- Partner with Strategic Planning and Marketing Committees to establish USCSA pitch/marketing materials for sponsorship recruitment
- Determine best practices for financial management of investments and/or partnership income
- Evaluate the advantages/disadvantages of establishing an independent USCSA Foundation to manage a long-term endowment on behalf of the USCSA
- Develop a 1, 3, and 5 year plan, in concert with the strategic plan, to diversify the USCSA's revenue streams beyond membership dues.

Interested individuals with a relevant background should contact the USCSA National Office at [help@uscsa.org](mailto:help@uscsa.org).