

### **LCF+ Incentive Program Game Plan**

1. Items needed before the LCF+ Incentive Program is live on January 1, 2024:  
*For example, update logo, website, and one sheet.*
2. Short-term goals (i.e., for year one):  
*For example, ensure that all board members are giving to the endowment, identify simple fundraising items to incorporate into annual activities, add an online giving option to the website, promote your LCF's name and work in the community.*
3. Mid-term goals (i.e., for year two to three):  
*For example, host an annual fundraising event, promote planned giving options within the community, launch an annual year-end giving campaign.*
4. Long-term goals (i.e., for year four to five):  
*For example, board recruitment or expansion, identify and cultivate a small number of major donors (\$1,000+).*