



Main Street Coon Rapids Organization Team

2021 Plan of Action

Organization Team

Purpose: To establish a strong Main Street organization which utilizes a growing number of participants in the implementation and funding of the program.

Communication

1. Newsletter (Due January 1, April 1, July 1, October 1; Assigned to Liz Larscheid; budget \$0.00)
2. Website (Reviewed quarterly for updates; find one person to assign; \$0.00)
3. Regularly Scheduled Public Presentations (One per quarter; Use newsletters for content; Director plus one MSCR board member goes to City Council; County Supervisors; CRDG; Annual Meeting; \$0.00)
4. Grad gifts for seniors (Due May 1; Graduation card with \$10 Coon Bucks; create task force to hand write; budget \$450)
5. CR-B banners (Due May 1; find task force to find sponsors (\$90/banner) collect photos, design and send to printer)
6. Annual meeting (Due August; find task force; \$1,500)

Fundraising

7. Fundraising Plan (Due July; find task force to create a plan; budget \$0.0)
 - a. Plan for MSCR fundraising activities
 - b. 2021 pledge collections
 - c. Separate fundraising activities
8. CR-B alumni outreach (Most likely a 2022 project)

Volunteers

9. Volunteer job descriptions (Due May 1; other team chairs to provide data; budget \$0.0)
10. Maintain volunteer database (primarily staff role, but committee to use during volunteer recognition)
11. Create Employee volunteer program (Due June; task force to create and send to businesses; budget \$0.0)
12. Develop high school volunteer program (silver cord connection) (Due June; task force to create and send to businesses; budget \$0.0)
13. Volunteer gifts (Due September; task force; \$800)
14. Targeted Organization Team member recruitment for specific tasks (Due January 1; Assigned to Rachel, Liz, Dawn, Quinn, Chelsea; budget \$0.0)