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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **The Cracked Pot Studio Tour** | | | |  |  |  |  |  |  |  |  |
| **Project Planner, 2020** | | |  |  |  | (Task Orientation) | |  |  |  |  |
| March 18, 2020 Leadership Meeting: Chair Mary Fritz, Finance Bill Selanders, Display Pamela Timmons, Distribution Virginia Cassaday | | | | | | | | | | | |
|  |  |  | Marketing/Strategy Facilitator Janet Kranz | | | |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **Monthly Report** | |  |  |  |  |  |  |  |  |  |  |
| **MAIN TASK** | **KEY ACTIONS** | **KEY ACTIONS BULLETED DETAILS LIST** | **OWNER** | **START** | **DEADLINE** | **STATUS/DATE** |  |  |  |  | **NOTES** |
|  |  |  |  |  |  | **NOT APPROVED YET** | **NOT STARTED** | **% OF PROGRESS** | **ON TRACK** | **COMPLETED** |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **2020 Tour preplanning actions - Jan - Feb** | Determine tour dates, post dates on community sites; request grants, prepare postcards |  | **Leadership** | 20-Jan | 20-Feb |  |  | **100%** | **YES** | **YES** |  |

The following information is offered as a preliminary snapshot of the potential strategic direction and investment required to sustain the increasing growth of MCAA in its mission of support for ceramic artists in Michigan.

**Strategic Fund Development Strategic Plan**

SMART Goals (specific, measurable, actionable, realistic and time bound) and Strategic Plan established for the overarching MCAA organization financially and by resource development fund (such as Cash Asset Fund and Endowment Fund in addition to necessary Operational Funds.

SMART Funding Goals developed for each fund development category: individual donor, major giver, corporate donation, foundation donation, grants, planned giving, matching gifts, in-kind donation, fund raising events, sponsorships, alliances/influencer campaigns, digital campaigns, and social media campaigns.

SMART Outreach Methodology Tactical Plan developed for each fund development category including KPI’s (key performance indicators), and Calendar.

SMART Marketing and Content Strategy Tactical Plan with KPI’s and Calendar developed to support the success of the MCAA Fund Development Initiative across all funding categories.

SMART Goals and Tactical Plan established with KPI’s and Calendar for volunteer engagement to support fund development success as it increases MCAA engagement to support Michigan Ceramic Artists.

American Red Cross Patient Blood Management Services Brief

Red Cross Patient Blood Management Services support hospital optimization of blood utilization for improved patient outcomes and safety

• Assessment of blood management opportunity and the development of achievable targets

• Recommended guidelines for implementing blood management practices

• Best practices for changing culture, identifying champions

• Continued education for sustainable blood management achievement

• Consultative experts in the field of patient blood management