

HENRICO CASA BOARD SCORECARD

2023

FINANCIAL SUPPORT				TYPE OF ENGAGEMENT				CULTIVATION + MISSION SUPPORT			
Annual Gift	Home for Good Sponsorships	Individual Donors and/or Major Gifts	Board Meetings Attended	Special Events Attended	Committee Involvement	Social Media	Board Prospects	Community Education	Volunteer Training	Court Observation	
GREEN	GREEN	YELLOW	GREEN	GREEN	GREEN	GREEN	GREEN	GREEN	RED	RED	
YELLOW	GREEN	YELLOW	GREEN	GREEN	GREEN	GREEN	YELLOW	GREEN	YELLOW	RED	
GREEN	RED	RED	GREEN	RED	GREEN	YELLOW	RED	RED	RED	RED	
GREEN	YELLOW	RED	GREEN	GREEN	YELLOW	GREEN	YELLOW	GREEN	RED	RED	
GREEN	GREEN	GREEN	GREEN	GREEN	GREEN	GREEN	YELLOW	GREEN	GREEN	RED	
YELLOW	YELLOW	RED	GREEN	RED	GREEN	YELLOW	GREEN	GREEN	YELLOW	RED	
YELLOW	RED	RED	GREEN	GREEN	YELLOW	RED	YELLOW	RED	YELLOW	RED	
YELLOW	RED	RED	GREEN	RED	GREEN	RED	RED	RED	RED	YELLOW	
YELLOW	RED	RED	YELLOW	RED	YELLOW	RED	RED	RED	RED	RED	
GREEN	GREEN	GREEN	YELLOW	RED	GREEN	RED	RED	RED	RED	RED	
YELLOW	RED	GREEN	RED	RED	YELLOW	YELLOW	RED	RED	RED	RED	
YELLOW	YELLOW	RED	YELLOW	RED	YELLOW	YELLOW	RED	YELLOW	RED	RED	
GREEN	RED	RED	RED	RED	YELLOW	GREEN	RED	RED	RED	RED	
<i>Root Cause/Potential Action Needed</i>	This is very positive as we need 100% contribution from our board members.	Probably will turn more yellow and green as we get closer to March 31	Probably would be good to discuss at a Fund Development or Board Meeting on ways to improve			Great involvement across the team		Governance Committee to discuss ways to improve	Strategic Plan should improve these opportunities	More awareness of when our Volunteer Training events are	Sign Up Sheet in advance of next Board Meeting

<i>Names will be anonymous once compiled/tabulated</i>	RED: \$0	RED: \$0 - \$500	RED: \$0 - \$1,500	RED: 0 - 2 meetings	RED: Attended less than 2 events per year	RED: No committee participation	RED: No participation on social media channels	RED: No prospects	RED: Did not make an introduction	RED: Did not attend a training event/session	RED: Not observed a court hearing
	YELLOW: \$1 - \$1,500	YELLOW: \$501 - \$2,500	YELLOW: \$1,501 - \$6,000	YELLOW: 3 - 4 meetings	YELLOW: Attended 3 - 4 events per year	YELLOW: Sit on one committee	YELLOW: Participate/engage on 1 channel	YELLOW: Cultivating at least one active prospect	YELLOW: Introduced CASA to 1 group	YELLOW: Attended 1 - 2 training events	YELLOW: Observed at least 1 hearing
	GREEN: \$1,501 +	GREEN: \$2,500+	GREEN: \$6,001 +	GREEN: 5 - 6 meetings	GREEN: Attended 4+ events per year	GREEN: Chair / sit on 2+ committees	GREEN: Participate/engage on 2+ channels	GREEN: Recruited 1 or more new members	GREEN: Introduced CASA to 2+ groups	GREEN: Attended 3+ training events	GREEN: Observed 2+ hearings

Cost to serve a child for one year: \$1,500

Home for Good Sponsorship Levels: \$500, \$1,000, \$2,500, \$5,000, \$10,000, \$20,000

Individual Donors and/or Major Gifts: Increasing additional donors to CASA through annual campaign or other events throughout the year (Giving Tuesday, Mustaches 4 Kids, etc.)

Board Meetings per year: Six (August, October, December, March, May, Board Retreat)

Special Events: Home for Good Community Day, Summer Concert Series (5), CASA Office Open House, Kiwanis Club Golf Tournament, Mustaches 4 Kids Events (weekly check-ins, Stash Bash)

Committees: Executive, Governance, Finance, Fund Development

Social Media: Facebook, Instagram, LinkedIn engagement which includes following, liking, commenting, sharing, etc.

Community Education: Introducing CASA to an individual, business, or other organization to share CASA's mission

Volunteer Training: New Board Member Orientation, CASA Informational Session, Volunteer Preservice Training, Volunteer Continuing Education Opportunities, Annual Mandatory Training