



**ORGANIZATION COMMITTEE
2025 WORKPLANS**

Chairperson: Jennifer
Marketing: Harmony
Volunteers: Cathy
Fundraising: Jamie

UPDATED 7/2024

\$11,550 Projected 2025 Budget

Organization involves coordinating community efforts toward the same goal. The Organization Committee assembles the appropriate human and financial resources to implement a revitalization program. Partnering with various community groups, businesses and private investors to reach consensus on important issues and to maintain a shared vision for Highland, the Organization Committee builds a foundation for a successful downtown area. The committee is also the "personnel department" of the program, keeping the volunteers productive and happy, while creatively building a solid financial foundation.

The Organization Committee has identified the following projects for 2025:

1. Community Outreach/Communications
2. Recruit and Maintain Current Volunteer Base
3. Develop and Initiate a Fundraising Plan for Current Year
4. Policy and Procedures Review
5. Website Maintenance
6. Review Strategy Transformation and Board Retreat
7. Review Master Plan, Design Guidelines, TIF

1. Project/Activity: Develop Community Outreach/Communications Projected Outcome: Reach our residents with information about the DDA and DDA events						
Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Consider Digital Newspaper Oakland County Times	Oakland County Times Subscription Expires 4/2024	Missy	4/25			\$1,500
Speaker Bureaus	Chamber/Schools/website	Committee	2/25	10/25		
Advertisement Plan	Review annual: Publications, billboard, newspaper, social media	Jenny/Harmony	02/25	12/25		\$1,200

1. Project/Activity: Develop Community Outreach/Communications CON'T
Projected Outcome: Reach our residents with information about the DDA and DDA events

Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
HDDA Newsletter	Mailing options	Committee	02/25	04/25		
Update newsletter with Seasonal Events	Newsletters kept current	Harmony	1/25	11/25		
Naturally Connected Advertisement	Price of printing and mailing to all Township households	Jenny/Harmony	03/25	04/25		\$1,000
Tabletop Tent Ads	Deliver to interested restaurants & businesses	Missy/Cathy Harmony	03/25	04/25		\$1,000
Continue Social Media	Social Media Posting Regularly	Harmony/Intern	01/25	12/25		\$1,000
Youth representative	Recruit a Youth representative on Board	Michael/Cassie	02/25	12/25		
New Resident SWAG	Give to Twp to pass out to new residents	Committee	On Going	On Going		\$1,200
Total Budget for this project						\$ 6,900

2. Project/Activity: Recruit New Volunteers and Maintain Current Volunteers
Projected Outcome: Continue to recruit and maintain volunteers

Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Annual Volunteers	Review workplans to determine volunteer needs	Committee	1/25	2/25		
Advertising for Volunteers	Recruit using; advertising, Social Media, tax bills, new residents, booths, hot list, volunteer applications	Harmony	1/25	12/25		\$1,000
Volunteer spotlights	Volunteers showcased, Facebook	Cassie/Harmony	2/25	12/25		

2. Project/Activity: Recruit New Volunteers and Maintain Current Volunteers CON'T
Projected Outcome: Continue to recruit and maintain volunteers

Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Volunteer Open House 2026	Biannual event in March to recruit volunteers, decide when and where	Cathy/Harmony	02/26	03/26	Biannually 2026	*\$800
Advertise	Milford High newspaper, social media, contact schools, OC News	Cathy/Harmony	2/26	03/26	*\$600	
Refreshments	Provide snacks, drinks	Cathy	3/26	03/26	*\$150	
Door prize	Hold a drawing	Cathy	3/26	03/26	*\$50	
Host Volunteer appreciation event	Celebrate volunteers in Oct. decide when and where, send out invitations/thank you cards, hire entertainment	Cathy/Jenny	1/25	10/25		\$2,500
Set up the Event	Decorate, refreshments, gifts	Cathy/Georgia/Jenny	10/25	10/25		
Hosts, Servers	Pre arraign for Hosts	Cathy/Georgia/Jenny DDA Board	7/25	7/25		
Total Budget for this project						\$3,500

3. Project/Activity: Develop and Initiate Fundraising & Sponsorship Plan
Projected Outcome: Obtain sponsorships to fund DDA events and projects

Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Fundraising Review	Review Committee work plans and budget determining a goal to fundraise	Harmony/Cassie/Missy	10/25	1/25	2	
Sponsorship Fundraising Guide	Brainstorm fundraising ideas, implement	Jamie	1/25	7/25	2	\$1,000
Total Budget for this project						\$1,000

4. Project/Activity: Review Policies and Procedures
Projected Outcome: Review and Update Policies and Procedures

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Annual review of Policy and Procedures	Update as needed; Mission/Vision, Bylaws, purchasing, Director's contract, conflict of interest	Jenny/Roscoe	02/25	06/25		
Annual Board Orientation	Annual orientation for volunteers and Board Members	Jenny/Missy	01/25	12/25		
Employee Review	Review job descriptions and board responsibilities, update as needed	Jenny/Michael Roscoe	03/25	12/25		
Total Budget for these projects						

5. Project/Activity: Website Maintenance
Projected Outcome: Keep Website up to date to keep residents informed

Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Website	Website always up to date	Missy/Cassie	On going			
PA-57 documents	Required to be updated annually	Missy	On going			
Total Budget for these projects	Website budget Line Item Not in Organization Budget					\$700

6. Project/Activity: Review Strategy Transformation and Board Retreat Projected Outcome: Review achievements and goals to plan for the next year						
Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Annual review of the Strategy Plan	Board review strategy plan early in year	Jenny/Missy/Cassie	2/25	4/25		
Annual Review of workplans	Review goals and plans annually with Board	Jenny/Missy HDDA Board	7/25	9/25		
Board Retreat	Date and details discussed	Jenny/Cassie/Missy	1/25	3/25	For Food	\$150
Total Budget for this Project						\$150

7. Project/Activity: Review the Master Plan, Design Guidelines and TIF Plan Projected Outcome: Review and update plans as needed						
Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Review Master Plan		Jenny HDDA Board	1/25	12/25		
Design Guidelines Review		Jenny HDDA Board	1/25	12/25		
TIF Plan		Jenny HDDA Board	1/25	12/25		
Total Budget for this Project	See Masterplan Budget Line Not in Organization Budget					\$10,000

The above projects result in a projected budget of \$11,550 for Organization Committee Activities for this 2025