

## Resource Development Committee – 11-10-2022 – Rough Draft Notes

Attendees: Terry, Tyler, Youssef, Stacy, Colleen, Zipporah, Alden, Jennifer, Kathi

Zipporah introduction

- New PAIMI chair
- Board Jan. 1
- Already part of Gala Committee
- Creative Approach Behavioral Support

GALA: Stacy

- Gala committee previous
- Gottwald reduced price 5,000 from 7
- Going with Gottwald
- April 14th, 2023 6:30-9:30
- Once Upon a Time
  - Storytelling theme
- Alden put together sponsorship list
  - RDC focusing on sponsorships
    - Too many levels?
      - Levels too high?
      - Is there a big jump from 15 to 30?
      - Should we roll 15 and 10 together?
      - Tyler mentioned “flaunt it if you got it, don’t flaunt it if don’t”
      - Peer donation psychology
      - Potentially remove level if we don’t end up raising
      - No strong feelings against having this many levels
    - 30k split in half for the yearly cycles from Virginia Housing
- Benefits adjusted due to high donation
  - Paid ads rolled into the sponsorships
  - Community Contributor small business tier
    - Idea had been floated by Zipporah in previous Gala committee
    - Tyler asked what constitutes small business
      - Stacy recommended using the Virginia definition
    - Should Community Contributors have discounted tickets?

RDC and Goals and Public Awareness Committee joint effort for IMPACT Awards

- Greg
- Kathi offered to support committee
- Sean Campbell
- Honor community members
  - Also promote Gala

Colleen went over where to find the RD calendar and plan

Goal 1 Action 3

- 100% giving to the Annual Fund by the Board with Gifts of choice

Goal 1 Action 2

- Establish annual campaign goals
- Review giving history in December so that the committee can set goals the Board can adopt

Goal 1 Action 4

- Selecting a Day of Giving
  - Not necessarily a Giving Tuesday
    - Adoption of ADA?
      - Closest Tuesday to the ADA is the tentative recommendation
    - Disability Pride Month?
    - Anniversary of DD Act?

Goal 1 Action 2

- Promote dLCV among decision maker and other organizations
- Trainings and speaking points for the Board
  - Tyler brought up potential 3rd-party voice for the Trainings
  - Use fundraising as an opener to other organizational meetings
- Alden brings up letter template as a way to help in the Board asks
- Sharing ways board members are comfortable getting the word out

Goal 2 Action 2

- Board training sessions in fundraising and governance
- Bringing up fundraising training in January board meeting, since they will also be asked for the Gala fundraising
  - Work session?
  - Remind them that they care?