

Resource Development Committee Notes 12/8

Attendees: Alden Blevins, Sally Conway, Youssef Guerch, Colleen Miller, Terry Lynn Smith, Jennifer Stancil

Absences with notice: Carrie Knopf, Stacy Ruble, Tyler Williamson

Absences without notice: Greg Crapanzano, Kathi Marks, Susan Whelihan

RDC Goal Setting Presentation by Alden

Annual Fundraising Goal

- Building through 2018
 - Annual contributions were up that year
- 2023 event
- Significant source of donation was travel reimbursements
 - Board would sign over travel reimbursements to the foundation

Foundation closed down in 2020

- Nothing other than final financial statements

Gala Sponsorships

- Up and down
 - 30000 from Virginia Housing
 - Should be rising, but higher than most recent foundation data
 - 2019 was our highest on record, somewhere in the 30k range
 - 2020 almost nothing
 - 2021 not very robust
 - Colleen wants us to pull these for accurate data
 - 2022 decent, but not 2017
 - Colleen wants us to pull these for accurate data
- Alden feels most at ease with trying to meet this goal (40k as a reasonable goal)

New donor Cultivation

- Large conversation of SALSA in 2020
 - Looks low because of this
- Decrease in New donor cultivation
- Jennifer asked about the mix of consistent, new donors, increase in giving; did the 2021 new donors also donate in 2022

Sally and Jennifer would like to see the total number of donations.

Jennifer posed the question of “Should our goal be new cultivation or dollar amount?” Where did the new donors come from i.e. events?

Salsa data not entirely reliable as finding donation source from event, but we can track the day donations came in

- Jennifer suggested that anecdotal experience might be helpful

Day of Giving Discussion

July; less frequent, disability pride month, ADA (26th)

- 2nd or 4th Thursday?

We would be pushing on social media; having board, volunteers making phone calls or targeted posts

Sally feels that there’s a lot more outreach late July because it might got lost in the anniversary

2nd Thursday of July feels most reasonable

IMPACT

January 26th on Zoom, FaceBook Live at 7pm

Valley and Southwest the most historically difficult to find nominations for

Sending nomination form to board members so that they will send out their nominations

- PAIMI will also support

GALA

Dewey Gottwald has been secured

More of a discount than expected. 4750 from the original 7k

Not sure if this will be the case the FOLLOWING year

Sponsorship tiers in development

- Should be sent out soon

Potential plans for a phone bank

Master Sponsorship leads list

- Some Gala
- Some Capital Campaign
- Some were taken off the list because of Adversarial concerns
 - Not ultimately stricken out, but something in mind
- Went through some of the list and assigning some of the contacts
- Jennifer brought up that some organizations have been pushing for disability hiring and trying to find alignment
- Should be sending this list out so that committee members can check their own contacts