



disABILITY LAW CENTER

OF VIRGINIA

Protection & Advocacy for Virginians with Disabilities

RDC - 7/12/2023

Meeting Agenda:

- Update on Day of Giving
- Update on Summit Sponsorships
- 504 Launch
- Development Calendar Review
 - Incorporation of Capital Campaign?

Day of Giving



JULY 20TH

Day of Giving

July is Disability Pride Month! Similarly to pride movements of other communities, Disability Pride supports the idea that getting out in the open about the experiences of our community will help **decrease stigma** and **normalize our lived experiences for the next generation**.

dLCV advocates on behalf of Virginians with all kinds of disabilities. We provide free information and referral, legal representation, technical assistance, short-term assistance, systemic advocacy, institutional monitoring and training programs that support the needs of Virginians with disabilities.



Your donations make
our work PAW-sible!



Day of Giving

In celebration of Disability Pride Month, we are having a virtual day of giving.

\$5,000



If we meet our goal by 11:59 on July 20th, we will livestream Smidge, a darling fur baby of a dLCV staff member, getting a reward in celebration on July 21st! Smidge has his own lived experience with disability and is happy to lend his 3 paws to the cause.

JOIN US FOR OUR DAY OF GIVING

JULY 20TH | ALL DAY LONG

WWW.DLCV.ORG | DISABILITYLAWVA

Day of Giving

- Mark your personal calendar and interact with dLCV Facebook, Instagram or Twitter content on the day of
- **SEND 5 PERSONAL OR PROFESSIONAL CONTACTS THE FLYER OR LINK** - Tell them WHY dLCV
- Option for Facebook personal fundraisers, similar to on birthday
- Unable to secure corporate match due to competing sponsorship asks for Summit: ideas for future?

Prospecting - Who to ask?

- Friends & family
- People who have asked you to support their causes
- Folks with specific connections to disability or civil rights
- Sponsoring? Companies with a vested interest in our population (insurance agencies, places like MobilityWorks, etc)
- Who do I know?
 - Worksheet resource

Who do I know?

- **Individuals:** your dentist, your doctor, your massage therapist, your optometrist, your hair stylist or barber, your neighbors
- **Places:** your employer, your favorite local business, your bank, your favorite local restaurant, your favorite coffee shop, your gym, your lawn service, your car dealership
- **Social:** Church and faith communities, board associations, social clubs, local school groups, book clubs

Summit Updates

- **September 21st, 2023** - Timeframe still a little tentative
- **5 tracks:** systemic, employment, education, community and intersectionality
- **Breaking Barriers to Advance Access** - our theme
- Received 30k to be split for both events (2023 Summit, 2024 Gala from Virginia Housing)
- **Additional sponsorships would help committee with budget concerns & generate unrestricted income**

Gala Sponsorships Goal & Data

- Set stretch goal on 2/9 of: 50k
 - Could've made it in:
 - 2 more 5k sponsors
 - 4 more 2.5k sponsors



2.5k - Through outreach by CM



Anthem. HealthKeepers Plus
Offered by HealthKeepers, Inc.
Virginia Medicaid Plan

1k - Through outreach by AB



1k - Through outreach by Ken Stout



eggleston

500 - Impact Award Cultivation



30k - Through grant application submitted by AB



TOWNE BANK
Serving Others. Enriching Lives.

500 - Through outreach by AB



COMCAST

5k - Through outreach by AB



Dominion Payroll®

250 - Through outreach by AB (our Payroll Provider)

504 Club

- Suggest for sake of time we revisit in August meeting
- September Launch?
 - Can pair with summit/push recruitment during the event
 - The Rehabilitation Act of 1973, which section 504 is a part of, was passed on September 26th
 - We could tie these pushes together on an annual basis

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Review of Resource Development Calendar

- **Considerations:**

- Realistic capacity

- What do we do well? What are incremental suggestions for growth?
 - Which types of campaigns show the most significant return?
 - Balancing event fundraising against other areas
 - Grants, online fundraising, outreach capacity
 - Where does the capital campaign fit?

Next Steps for RDC Members

- **Push day of giving asks:**
 - Reach out directly to 5 people or orgs and share flyer & link
 - Share our posts on your favorite social media platform
 - Donate on or before July 20th!
- **Summit Sponsorships**
 - Send our packet to **ONE** organization or business prior to August meeting. Report back results.
- **Refamiliarize self with committee page and it's available materials on the website.**