

Annual Campaign Report – October 2015

Fall Campaign Updates

Here is the breakdown to date (10/21/15) as far as how much we've generated in commitments in relation to our goals:

- | | |
|------------------------------|---------------|
| • Pledges & Single Donations | 45% of goal |
| • Corporate: | 25% of goal |
| • In-Kind | 104% of goal! |
| • Ads | 83% of goal |

Keep in mind that the fall campaign/season total sponsorships, donations and advertising amounts fluid.

The following list shows the next tasks to be completed. Board members are asked to be especially mindful of the items in **RED BOLD**. Quite frankly we could use some "new blood" in our sponsorships and advertisers. Come folks – give me some leads! <grin>

September 28: Begin "soft" calls on previous donors and advertisers – *in process*

Send introductory letters – *not yet done*

October 12: Begin follow-up calls, schedule meetings if necessary – in process

Begin calling potential new donors and advertisers – to be done

October 28: Email promotion for reoccurring giving – this is something I started recommending last year, but it didn't take off as much as I'd hoped. Our PayPal donation button allows people to make reoccurring (monthly, quarterly, etc) gifts so hopefully more people will sign up. Studies that donors who have automatic payments set up not only keep giving year-after-year, but they are also more likely to increase their giving over time.

November 2: Last week to be part of the seasonal brochure shell

November 9: Advertising cut off for seasonal brochure shell – send all graphics to Nivek

November 16: Seasonal brochure shell completed and sent to Dickinson Printing well-prior to Thanksgiving

November

15: Create holiday greeting eCard

Update board re: Donor Appreciation Party in the spring

Create holiday eCard

After Thanksgiving: Follow-up by phone on any non-donors who have given in the past

Tweet(s) about #GivingTuesday (December 1, 2015)

December

15: Send holiday greeting eCard

Overview

The campaign is on schedule, though a few issues need to be addressed. I'm hopeful that I can get caught up before the end of the month.

Donor Appreciation Party

Work continues. Char's is up for sale, so that's out; I'm not dealing with hoping new owners will fulfill any promises made now. So far we have What If Café, Cornerstone Coffeehouse and Cielo (Bar 704) as suggestions. ***If board members have other to consider, please let me know.*** Please just pass the info along; I'll contact the venues.

Submitted respectfully by Terry Drew Karanen, October 21, 2015.