

GUW Fund Development and Marketing report September 2016

Annual Campaign:

We are anticipating a successful kickoff (the night of the Board meeting) 5:30 at the Hospital

Pacesetter results have been encouraging.....338K vs 366K....there are two gifts outstanding that we anticipate coming that were in last year at this time \$40K so we are tracking very well. Realistic goals have been set by division based on last year and removing the one time gifts from the Tudor Challenge. The goal matches the actual budget numbers. The first community letter will have gone soon within the reading of this report. We purchased a list from our mailing house that was edited by Jeremy and Cindi and should increase our reach. The next letters to Tocquerville and leadership that were not Pacesetters will go in early October. Notes will be written by Marie and Brook. **The Board is asked to write thank you notes at the retreat in October for the Pacesetter donors....please bring your own stationary from home or we will provide blank cards....not GUW stationary we want this to be more personal.** There is also the opportunity to make thank you phone calls based on giving level.

There will be a year end push the first week of November and we will need help personalizing the solicitation.....details to follow.

Giving Tuesday will occur in late November.

Board Campaign results will be given by Liz Angelone.

Brew HaHa:

*Approximately 190 tickets have been sold, 90% at the Patron level.

*2 NY Comedians plus Jane Condon will be the show.

*An auctioneer was hired, at a reduced rate to maximize the money raised from three auction items and the paddle raise.

*Citarella has agreed to donate 6 cases of wine, with one designated specifically for the cork game. They will also be doing a tasting table during the food truck portion with a fancier wine, champagne, and a specialty beer. We are in talks with them to purchase the rest of the wine for consumption through them at a discount.

*Most likely we are going to play a Pandora station in the background and not have live music.

Board members.....we still need rounds of golf from Round Hill Club, Stanwich Club, and Milbrook if anyone knows anyone.....this will round (pardon my pun!) out the golf flight auction item.

Please purchase your tickets if you haven't already.....this will sell out!

We are still accepting wine donations for the popular cork game; please bring them to the GUW office.

Sole Sisters:

We are happy to announce that Diane Viton has agreed to Chair the event...this is her second time as a co-chair so she knows the ropes! Please thank her if you see her. She is currently developing her committee and choosing a co-chair to succeed her next year. We are looking for a dynamic speaker....please send any leads you have to Jeremy, Karen or myself....last year was a homerun because of the speaker.

In other Sole Sister news the SAKS opening hostess committee is hard at work creating buzz around the grand opening. I will have more specifics at the Board meeting...Tickets are \$500 at the Patron level and \$300 regular.... October 19.

Golf:

We are still waiting for a date in May/June 2017

Marketing:

We continue to get excellent placement in local press and continue to work with Sara Bamford. Please continue to like our Facebook page.

CEO dinners:

There are a number of dinners planned or being planned to introduce our donors to David in a smaller setting. These are cultivation events for DIP and Annual gifts. Please let Jeremy, Karen or myself know if you will host or co-host one.

DIP:

Ken will have a report at the Board meeting