

G UW Fund Development and Marketing report October 2016

Annual Campaign:

The first residential letter went in early Oct. As of this writing (10/11) we are down about 14% from last year and we are budgeted to be 14% down. The Tocqueville and leadership letters to non Pacesetters will go shortly. We are aware that we will be losing (or reduced gifts) some donors again this year over and above what we planned for in the budget....as of now I believe our number is in about the \$45K range. The Public Service Campaign will kick off on Oct 25th.

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 G UW stationary, we want this to be more personal. Additionally we respectfully ask that you help us personalize notes (G UW notes to be provided) to be included in the leadership letters mentioned above....lists will be available at the meeting.

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

Giving Tuesday will occur in late November.

Jeremy will provide an updated Campaign Status Report at the Board meeting.

Jeremy has developed a new strategy for thanking donors in a more personal way....**we are asking Board members to sign up to make thank you calls**.....these are easy and nice to do. We will have a sign up sheet at the meeting on Sat. and you can pick a week or weeks (thank you!) that you are willing to make the calls. Mary R will forward the names and numbers each week. Additionally, David, Karen, Marie, Jeremy and I will be reaching out to donors above \$1500 with calls and written notes.

Brew Ha Ha:

We had a very successful event. The rain was not a washout so people could congregate near the food trucks and the space, although cozy worked well. We felt the comedians did an excellent job and Jane was a wonderful MC. The addition of the professional auctioneer made the paddle raise and auction very successful.

Our budgeted goal was \$50,000 (based on last year) and with a few expenses still to be paid we should net close to \$74,000! Attendance was down but the revenues were up.

Thank you to all the board members that bought tickets, donated wine, auction items, underwrote something or a combination of all the above.....82% of the board participated in some manner....Thank you!

Sole Sisters:

The Sole Sisters are currently working hard to sell the last tickets to the SAKS grand opening, October 19. Please purchase your tickets today and invite your friends to do so as well.

Golf:

We are still waiting for a date in May/June 2017. Hopefully we will have an answer this month.

Marketing:

Watch for our push for the SAKS event and follow up regarding our Brew Ha Ha success.

CEO/DIP dinners:

The first dinner was a success, thank you Karen and Dennis! We have received one commitment already and continue to follow up with the other attendees. It is clear that we need to make donors understand that we hope/need to have their Annual gift in addition to their DIP gift. There are three more dinners scheduled...10/20, 11/10 and 11/15.....PLEASE let us know of any names we should add to our invitation lists....more dinners will commence in the new year.

DIP:

Ken will have a report at the Retreat