

Fundraising and Marketing Board report

Jan 25, 2017 Board meeting

Annual Campaign:

We did make our number at year end to fund the Community Impact Allocations. Currently we are 13% down from last year, planned to be down 14%. We have 108K outstanding in Tocqueville and 95K outstanding in Leadership. We continue to solicit these donors and the next mailing will be timed to not interfere with Sole Sisters solicitations. We had a major cut from a \$50K donor down to \$25K. We continue to try and reach this donor and have a face to face meeting with them. We need successful Sole Sisters and Golf events to reach our goal. As we can see, we have cannibalization from DIP and continued donors leaving CT or reducing their donations to us.

Sole Sisters: From Diane Viton...

We are eagerly awaiting an answer from a high profile speaker with which we have a very close connection.

In the meantime our Vendor Boutique Chairs are signing up vendors. As soon as we get word about the speaker, our 4 hostess chairs are ready to make phone calls. We will be working together with Jeremy, David and Karen to contact corporate sponsors once we have a speaker.

Our last committee meeting, on January 11th, was held at the Boys & Girls Club. After our luncheon business was discussed, a number of us stayed and gave the library a fresh coat of paint. We got great feedback about having a service project for the committee and the library looks terrific.

Golf:

We are waiting for an answer from the person who has been asked to chair.....we will meet with Stanwich and determine how the event will be structured in March when they reopen. We are currently forming a committee, ALL ARE WELCOME, even non golfers, updating our budget based on actual estimates from the club and will send a Save the Date in early February. **WE NEED GOLFERS! Please let us know who of your friends need to get a save the date and invitation.** There will also be opportunities to sponsor holes so if your company is interested in participating please let us know this too. **We cannot do this without Board support. Our inaugural event needs to be a success.** Thank you in advance.

DIP: Fundraising continues many presentations have occurred and now there are donors who have expressed an interest and we need to get firm commitments. CONFIDENTIAL ASK.....does anyone know the Dalio Family and would be willing to help us with an introduction?

Marketing: Sarah continues to get us into the papers, on social media and out in the community making presentations.