



REVISED G UW Fund Development report April 2017

Annual Campaign:

We will look at the specific report at the Board meeting but as projected in February we are still at risk of not making our budgeted numbers. We are reviewing the outstanding donations and a solicitation will go within two to three weeks. The calendar is challenging between Sole Sisters and the new Golf Event.

Sole Sisters: From Diane Viton, Co-Chair

We had our final committee meeting on Wednesday, April 8th at Greenwich Country Club after which we met with the A/V company and Jennifer from the Club. The tasting and menu selection is complete and the Deutsch Family is again donating the wine for the event.

The invitations were sent on Friday, March 24th, though e-blasts were sent prior to the paper invitation going out. Lots of compliments on the look of the invitation.

As of today we have 350 (rough number...specifics to be reported at the Board meeting) tickets sold (sell out is 415). Corporate underwriting is strong at \$26,000 with an additional \$8,000 in individual underwriting. The largest donations are TD Bank \$15,000, Acxiom \$7,500, Berkshire Hathaway Home Services New England \$2,500 and Saks \$1,000.

Saks is sponsoring our "Shoe Cam" this year, a new promotional spot during the event. Attendees will be invited to have a phot of their beautiful shoes taken as they enter the event. Those photos will be uploaded and scroll during the "shopping hour" before the event and perhaps in the ballroom with the sponsor information. Saks will also be providing a key to each attendee. That key can be taken to the Saks shoe boutique off Greenwich Avenue. The six keys that open a box will win a pair of shoes.

There is another swag giveaway from Salty Bath that is customized to Sole Sisters and our event.

There are 29 hostess tables currently. Those hostesses will follow up to be sure their attendees purchase tickets (where applicable, as some have purchased a table outright).

Green of Greenwich will be providing the table centerpieces at cost. We will offer them for purchase at our cost of \$80 to offset our expense. This practice has been well received in the past.

We have 18 confirmed vendors and waiting for one final confirmation. This will fill both the "living room" of the club, as well as the "pub" area. There are new and returning vendors this year.

Due to the construction on Greenwich Country Club property and Club's new policy for all events, we will have to have valet parking rain or shine. We have been able to eliminate this expense in past years when the weather cooperated saving approximately \$6,000. Unfortunately, we have to plan for that expense going forward.

PR & publicity has been ramping up with e-blasts, social media posts and local media. Diane & David promoted the event on WGCH on March 23rd. Gretchen Carlson was also interviewed separately on WGCH on March 29th. Fairfield County Look included us in their weekly event round up with a photo of Diane & Jaime. There was an ad in Greenwich Magazine.

Golf Event:

Momentum is building for this Inaugural event. There are still hole and tee sponsorships available and also golfing spots. To make this event a financial success we need to fill all 72 golfer spots. Specific details will be available at the Board meeting.

DIP: From Ken Mifflin, Chair

We continue to make good progress with our Direct Impact Programs fundraising effort, and are now transitioning to a new phase of activity. Our recently completed initial phase of fundraising (September 2016 through March, 2017) focused on a series of nine small group dinners and cocktail parties, supplemented by dozens of individual solicitations. At this point, we have commitments from 24 donors totaling approximately \$750K, representing nearly one third of the funds required to cover the first three years of Direct Impact operations. These commitments are very evenly distributed across the three

programs with respect to the percentage of funds needed in each area. The overall percentage of these commitments that represent a shift in funds from our traditional community investment fundraising efforts appears to be very reasonable at approximately 15%. If success rates and average giving levels continue at the current pace, we estimate that prospective donors currently in our pipeline could roughly be projected to pledge an additional one third of the required funds (though this kind of estimate obviously carries a very high degree of uncertainty). Further details are provided in the attached spreadsheet.

Our next and hopefully final phase of fundraising activity, which we are anxious to complete as soon as possible, will continue the individual solicitation process while seeking “breakthroughs” to achieve our targets in each of the three Direct Impact areas. We have learned that our message in each area resonates with donors, and that the key is “getting the right people in the room” (the best prospects are community-minded people that have some knowledge of the relevant area). We intend to broaden our appeal to identify attractive prospects but to do so in a way that is still narrowly targeted to appeal individually to potential major donors. Our concept for doing this will begin with HSTS -- a breakfast session on May 9th at AQR Headquarters (thanks, Nisha!) featuring major donor Phil Hadley and Dr. Alan Barry to which we are inviting approximately 100 local leaders in technology and technology-related areas. We are currently considering a variety of potential “breakthrough” ideas for Early Childhood and Youth.

Marketing: From Sara Bamford

The past month I've helped Greenwich United Way find a Program Coordinator for the Greenwich Jr United Way (GJrUW) and helped Joanne Delone get oriented with the program. We are working with Greenwich Magazine on a GJrUW partnership where teen volunteers will be celebrated and volunteer opportunities will be available for teens (middle / high school students) in Greenwich. Right now the GJrUW is getting started on a project to raise money and clothing for an organization called The Undies Project, GJrUW just partnered with GHS Outreach Club on the latest teen substance abuse and prevention event at Arch Street which took place on April 4. Former NY Giants Running Back, Michael Cox, was the special guest invited by GJrUW. Recent news release here:

Greenwich Jr United Way Provides Teens with Opportunities to Positively Impact Their Community

Students gain professional experience through community service and volunteering with nonprofit program that encourages civic responsibility

<https://patch.com/connecticut/greenwich/greenwich-jr-united-way-provides-teens-opportunities-positively-impact-their>

In other news... Sole Sisters promotion has been a top priority, we secured the speaker and started to boost Facebook posts (results below). Meli-Melo Creperie & Catering held an event on March 29th in support of Sole Sisters, this was promoted in the press and social media - Greenwich Sentinel mentioned the event and the G UW Sole Sisters in an article and in the 5 Things e-blast. Gretchen was interviewed by Lisa Wexler at the end of March, G UW Sole Sisters was a topic of conversation during the talk and we posted this interview on the G UW Facebook/Twitter profiles. G UW Sole Sisters was mentioned in Greenwich Time recently in a story about Gretchen's possible future in politics. These mentions are in addition to the press coverage we've secured through three press releases we've sent out regarding Sole Sisters, links here:

Greenwich United Way Sole Sisters Volunteer at Boys & Girls Club of Greenwich

Local women's initiative brighten up lower level library and stairwell with fresh coat of paint following monthly fundraising meeting.

<https://patch.com/connecticut/greenwich/greenwich-united-way-sole-sisters-volunteer-boys-girls-club-greenwich>

Patron Tickets Available for the 12th Annual Sole Sisters Luncheon to Benefit Greenwich United Way

This year's fundraiser will support the local United Way's leadership efforts in the areas of education, financial stability and health.

<https://patch.com/connecticut/greenwich/patron-tickets-12th-annual-sole-sisters-luncheon-benefit-greenwich-united-way>

Gretchen Carlson to Keynote the 12th Annual Greenwich United Way Sole Sisters Luncheon
Women Stepping Up to Help Others Step Forward

<https://patch.com/connecticut/greenwich/gretchen-carlson-keynote-12th-annual-greenwich-united-way-sole-sisters>

Facebook Luncheon Event Invite:

<https://www.facebook.com/events/1897461810488940/>

INSIGHTS SINCE 02/22/2017

- **1.5K** Reached+41 this week
- **131** Viewed+7 this week
- **22** Responded+1 this week

You are targeting **women, ages 30 - 55** who live in **3 locations**.

[Show full summary](#)

This promotion will run for **7 days**.

Your total budget for this promotion is **\$10.00**.

1,060

People Reached

49

Engagements

\$10.00

Total Spend

Right now we have a press release going out for the first annual golf tournament, we are also continuing to book interactive presentations for United Way ALICE. I helped with coordinating a presentation at Greenwich High School and for PYP. I'm working with Junior League and GreenwichMoms on also promoting these events to their members. I'm hoping Greenwich Chamber of Commerce will soon promote this event to their members.

Here are results for the Golf Tournament post on Facebook:

<https://www.facebook.com/events/388123921572141/>

You are targeting **men and women, ages 21 - 65+** who live in **3 locations**.

[Show full summary](#)

This promotion will run for **22 days**.

Your total budget for this promotion is **\$17.00**.

1,422

People Reached

43

Engagements

\$16.22

Total Spend

INSIGHTS SINCE 03/22/2017

- **512** Reached +98 this week
- **53** Viewed +4 this week
- **7** Responded +0 this week

Attached is a clip from Fairfield County Look promotion for Sole Sisters, we've partnered with this outlet again but I'm working to get more out of this partnership. I have someone from Hearst who would like to attend both of the upcoming events and publish photos into the 'Were You Seen' section online (<http://www.greenwichtime.com/seen/>). I'm also working to get Sole Sisters photos into a national magazine and other regional pages with wider reach.

Few last items; Greenwich United Way will be the nonprofit partner for Best of Greenwich this year, this event is produced by Moffly Media. We just produced a testimonial video that will be shared for the first time at Sole Sisters and we should have our G UW video created by Brunswick students in time for the Sole Sisters event as well. I'm also waiting to hear if Serendipity will be the Golf event sponsor and working with Greenwich Town Party on a GJrUW and Reading Champions promo.

Brew Ha Ha: The three co chairs, Clarena McBeth, Kristen Forlini and Nicole Kwasniewski will meet on May 12. The initial committee meeting will be in June. Our original date of September 29 has to be changed because of a Yom Kippur. Oct 6 or 13 are being considered.