

June Fund Development/Marketing Report

Annual Campaign: Status will be handed out at the Board meeting. We are making phone calls and sending additional personalized emails to make our goal by the June 30 deadline.

PLEASE NOTE.... IN SEPTEMBER WE ANNOUNCED 100% OF THE BOARD HAD GIVEN OR PLEDGED BASED ON YOUR EMAILS AND PHONE CALLS TO LIZ ANGELONE PRIOR TO THE KICK OFF. JUNE 30 IS THE END OF THE FISCAL YEAR AND PLEDGES ARE DUE.

On June 6 we had our semi annual Fund development/marketing committee meeting. It was a great meeting of collaboration and brainstorming. We discussed each part of our fundraising plan and applauded the successes, reviewed how we might make events better and then moved onto the plans for 2017/18.

2017/18

Annual Campaign: Marie Woodburn will chair and has already begun to reach out to committee members.....we have a Tocqueville chair and I will let Marie announce it at the proper time. All incoming January Board members will now serve on this committee. The kickoff will be September 13 at the Hospital. Pacesetter letters will go out in July and August...no rest for the weary staff!

Comedy Night: Tri Chairs, Kristen Forlini, Clarena McBeth and Nicole Kwasniewski. October 13, 2017. First meeting will be June 16...more news to follow in July. We talked about how to market/use the upstairs at the Teen Center as a good place to sit or to utilize it differently. Jane Condon will be the MC again this year. She has forwarded possible comics to the committee for review.

Sole Sisters: Chair, Jamie Eisenberg. Up and running already the goal of Jamie and her committee is to work on a speaker NOW.....with hopes of an early YES that can be broadcast for many months prior to the event and invitation. CONTACTS are needed...please let Jeremy or myself know if you have an idea or contact. We discussed the possibility of a Fall shopping day with SAKS announcing and leading up to the event. Jamie is working on a co chair who will succeed her for 2019.

Golf: New chairs are Sergio and Mario Forlini. They are reviewing club options and dates. There was a discussion about adding SKEET, Paddle, tennis to the mix or add an event....we will let the chairs discuss.

DIP: Ken Mifflin continues as Chair. An update was given to the group....760K raised this year. Largest area of fundraising growth for the GUW. Plans for the June 21 Board meeting workshop were discussed. A new Fall event is being worked on for the YIP bucket. Details to follow.

85th Anniversary Gala: This generated a lot of fun ideas with themes and decorating and everything including the kitchen sink. What I heard was....we need to get on this now, get a committee, get a date, and begin to plan and organize....2018 Fall is coming!

Marketing: Wow...Sara is busy, she gave us an in depth accounting of what she is up to and it is exciting. Partnerships and sponsorships, ideas for benefit committee members, benefit location ideas, our need for a new Reading Champion Ambassador....and much much more!