



Greenwich United Way

October Board Report, Fundraising and Marketing

This written report was compiled on October 3, earlier than normal due to my travel schedule. There will be more specific updates at the Board meeting.

Annual Campaign Board Report: Marie Woodburn

Solicitation letters:

Residential and Professional division letters were sent in mid September following the Campaign Kickoff. Responses are coming in!

Next round of Tocqueville and Leadership letters will be sent in early October.

November solicitation:

An early November mailing will be sent. Date: TBD

Board member assistance to write a brief note would be appreciated! Dates to be determined and relayed at the Oct Board meeting.

Brew Ha Ha: Nicole Kwasniewski, Kristen Forlini, Clarena McBeth

This report was submitted prior to the event.....we will have post event updates at the Board meeting

As you know, we are sold out and a wait list has started! All wait list tickets released will be sold at the patron level. We finalized all of the decorations including flowers on the tables, small white pumpkins on the high boys, and at the front entrance there will be bales hay, mums, and corn stalks. Votives will also be placed all around. Regarding the live auction, we have:

1. Stowe package: Package described in previous notes, Just waiting for confirmation on transportation to and from the airport.
2. For the Golf package: we have all of the Greenwich Golf Courses except [Round Hill, 3](#) golf private training sessions, and 2 golf yoga training sessions. We are confirming getting balls from each club.
3. The Yankee package : Package described in previous notes, and we are confirming exactly what Yankee swag we will have.

Regarding the silent auction, we have all of the items described in previous notes. We ended up getting so many health/wellness items that we are splitting that into 2 packages, and we will have a separate equinox package worth \$1600 that includes massages and training in their private elite gym (located within the Greenwich location). We are also waiting on confirmation of a Perfect Provenance package, which will likely include a dining/shopping component.

There was just an article about Jane Condon, highlighting the Brew Ha Ha in the Greenwich magazine Oct issue. Our paddle raise goal is \$30K for the evening and will support mental health services.

Sole Sisters: Jaime Eisenberg

As previously mentioned we started the process of asks for our 2018 keynote speaker over the summer as well through our connections from inside the Greenwich United Way family. We are still looking for a co-chair for Jaime and committee members for the upcoming 2018 luncheon. We are brainstorming additional individuals who would be wonderful co-chairs to help organize the luncheon. Unfortunately, our most recent asked has too many larger commitments to be able to take on this incredible position. Jeremy, Karen and I have been working to brainstorm additional options to help chair the luncheon. We have a pending ask out for our keynote speaker that Jeremy is working closely with Lisa Lori on. Fingers crossed we will hear very shortly a response.

We have confirmed past committee members who are maintaining their commitments to our luncheon and maintaining their active roles for the upcoming luncheon. A few past committee members can no longer serve on the committee but they promise to attend and promote the event. In addition, we may have a few new members on board to support our committee based on their experience of participating as a guest from last spring's luncheon.

Jeremy, Sarah and I will be meeting with Jody Lazlo, owner of Mill Street Bar and Table to brainstorm how we can partner together in any future events to support the Greenwich United Way. We have a few potential options that we are pitching to Jody for events to raise awareness and donations through proceeds of a future event together. Date is TBD...

Fred's Boutique in Old Greenwich has generously offered to host a shopping evening to support the Greenwich United Way Sole Sisters. They have generously offered to give 20% of total sales directly to G UW and underwrite the event either in their Westport or Old Greenwich location. Date is TBD...

Lastly, we have been brainstorming new avenues to drive interest and commitment to the Sole Sisters committee. We have identified a few individuals and organizations that we would like to reach out to with the hope we will attract new attendees to the luncheon as well as supporters on the committee.

Our first kick off meeting will be hosted by Jaime Eisenberg at Mill Street Bar and Table during the first week of November.

Direct Impact Programs: Ken Mifflin

We are continuing to make good progress in rolling out our next wave of DIP fundraising solicitations, as described in the previous month's report.

Please note, as discussed at last month's meeting we are preparing for an upcoming Youth fundraising event supporting the Champions program. It is a special dance show taking place at Greenwich Academy's Massey Theater on Sunday, October 22nd at 4 p.m. The event is being sponsored by Board Member Frank Carpenteri and his wife Kate Truesdell, Founder and Director of Greenwich Dance Studio. The evite has been sent. It will be a fun afternoon of dance.

85th Anniversary Gala

There will be a kickoff breakfast on Oct 25. 9:00 at the Greenwich Country Club. Please let Jeremy know of any people who you would like to get an invitation to join the committee.

Marketing:

Vineyard Vines hosted a shopping and awareness event for Greenwich United Way on Sunday, Oct 1, we raised \$2,600 and I'm in the process of writing a press release to thank all of the partners who helped make the event a success and to announce the donation. This week (Fri) David Rabin will be on WGCH with Tony Savino to talk about the Sold Out Brew Ha Ha event, next week (Mon) David is on WGCH with Fred Camillo to talk about Community Investment Process and Community Planning Council. I'm working with our Sole Sisters chair to generate some press this fall for the 2018 Spring

Luncheon, I'm also working with The Greenwich Dance Studio to promote the October 22 event for Greenwich United Way Champions - from what I understand Finance Champions is in the works!

I am working with Jeremy to track our press releases and media clips, I'm starting to enter all of that info into an excel sheet which will include social media. I should have September and October ready by the end of the month. I am waiting to hear back on Reading Champions testimonies from the partner programs and schools - Greenwich United Way has reached out so that I can start visiting these locations and begin collecting video for social media. I aware of a Fairfield County Look feature on Board Chair, Karen Keegan, and we have nominated a Board member, Anne Francioni, to Westfair Communications (WAG Magazine) for a Millennial "Milli" award.

Jeremy might have more to add as Saks just told me about an upcoming event for Sole Sisters.

I'm working on the Greenwich Restaurant Week promo and TAG is the nonprofit partner, I'm mentioning GUW with TAG wherever possible.