

Greenwich United Way

Development and Marketing Report January 2018

Annual Campaign: Marie Woodburn

Currently we have reached 86% of our individual giving goal!

Thank you all!

Annual Campaign Cabinet

We are pleased to welcome our newest Board members to the Cabinet.

Our next meeting is Thursday, February 8, 2018 at noon, at the G UW conference room.

Sole Sisters: Jamie Eisenberg

1)Speaker update: Graci has been working extremely closely with all of our inner connections with the speakers. As of this past Monday when Jeremy and Graci spoke with the assistant we were waiting on an answer from only one. According to their scheduling team, both have 4/24 available except one needs to travel on the 25th. Jeremy and Graci answered only logistical questions asked on conference call and the emails afterwards were very positive. After investing almost 2 months on this ask. If we don't have a final response by Friday, we are moving on with following up with two of our past asks from the summer.

2) Our committee has grown expeditiously this past year with 26 committee members not including the chairs and G UW staff. Everyone extremely willing to be actively involved and wanting to be hands on with the event. Our goal is to host one of our meetings at an organization that G UW supports. We've been working with Jeremy to find a location. Graci and I created the following committees to support all the women's willingness to volunteer and play a role in the Sole Sisters committee. We have several women who have signed up to help within these sub committees.

Hostess Committee: Goal of this committee is to secure 40-50 individuals who will host a table at this year's Luncheon..

Vendor Committee: Goal of this committee is to work with the vendor chairs (Diane Viton and Jill Weiner) to help identify and secure vendors for the vendor boutique

Underwriting Committee: Goal of this committee is to gain corporate underwriting of the Luncheon.*Acxiom Corporation has agreed to sponsor event again at \$7500 (confirmed),*Rosenthal Memorial Chapel agreed to sponsor at \$2500 (confirmed)

Publicity:Goal of this committee is to work with our PR consultant Sarah Bamford to maximize exposure for the Luncheon. A timeline has been established.

3)Specific luncheon Logistical update:

-invitations- Sarah Allard has graciously again offered to create a new invitation for the luncheon. Diane, Jaime and Jeremy are working closely with Sarah and Ellen to execute the invitations, save the dates, etc on the designated timeline.

- Decor - Green will be doing arrangements again, but we are asking for a discount and have given feedback on the 2017 arrangements. Saks has been asked to underwrite the Shoe Cam again

-everything is all confirmed and set with parking.

-We've reached out to Uber to ask for a discount code for anyone who chooses to use them verses driving.

4)Graci and I have been brainstorming a committee social event - we are brainstorming ideas and would aim for March if we decide to move forward. The goal of this event would be to provide an event at which the committee members could bond, introduce friends to the United Way and Sole Sisters and possibly have a fundraising element.

5) Lastly, we wanted to think of a small impactful hands on project that our committee could execute that embodied our motto-"Women stepping up to help others step forward". We've created a shoe drive that will directly support Neighbor to Neighbor. The event will collect gently used or new shoes for any season. If individuals offer gift cards we will accept and either the committee will purchase shoes needed or NTN will use to buy the shoes needed. We've created another sub committee to organize and plan this shoe drive February 26th- March 9th. As of now we have asks out to the following locations to host collection boxes that with market the shoe drive as well as separately market the Sole Sisters luncheon- The Pre School, Putnam Indian Fields School, Temple Sholom Preschool, First Presby, YMCA, St. Saviours, GHS, Julien Curtis, Riverside Elementary and Old Greenwich Elementary School.

Golf: Save the Date, May 21, 2018, Burning Tree CC, All inclusive, like last year. Mario and Sergio Forlini are our Co-Chairs. They are beginning to plan this great event if you want to join the committee or have a friend that would like to please contact Jeremy.

85th Anniversary Celebration: Save the Date, October 13, 2018, Greenwich Country Club. The committee is hard at work already planning this celebration. Sabrina Forsythe and Christian Perry are our co-chairs. Many of our original Sole Sister Founders and past Anniversary Chairs are part of the group. We can always use additional committee members for this event as well.

Direct Impact: Fundraising continues for each program. The December ECAGS breakfasts were very successful resulting in multiple gifts to the program.

Focus moving forward will be on YIP and HSTS.

Marketing: Sara Bamford

Last month, two board members were featured on News 12 Connecticut and one received an award from WAG Magazine. I'm working on a feature for Reading Champions with News 12 and other media outlets. I'm also working with the new Reading Champions Program Coordinator on a list of new projects including a Reading Champions video to debut at the Sole Sisters luncheon. I'm working with two Sole Sisters committee members to develop a list of key local influencers and Facebook groups to leverage when promoting all Greenwich United Way fundraising events.

During the holiday season, INGreenwich promoted Greenwich United Way several times online and through their radio show and social media channels. I distributed several press releases; Annual Campaign, Community Planning Council, Greenwich Jr United Way, Community Investment Process, Dance for Champs, Brew Ha-Ha. I worked with Serendipity and GreenwichMoms.com to produce a fundraising event at Vineyard Vines in October which raised \$2,600. I also started working with the CEO on a bi-monthly vlog for social media that provides a look at the landscape of human service needs in the community. The main goal moving into the New Year is to expand the press release circulation and have a hard communications plan for each month.

