

## Fundraising & Marketing February 2018

### **Sole Sisters Luncheon**

#### Speaker update:

Graci has been working closely with all of our inner connections with the Bush girls. After investing 2+ months on this ask, Jenna Bush had travel conflicts. Lisa Baird has reached out to Tory Burch and Jeremy will follow up while Lisa is at the Olympics. Jeremy, Graci and I have also set an action plan to follow up with Hoda again through Gretchen Carlson's push. We should have a final answer from Sarah Jessica Parker's people end of February. Graci's brother has made an additional suggestion of Lisa Borders, President of WNBA, former Vice Mayor of Atlanta and Duke Board member, former Global Community Affairs at Coca Cola before becoming the 4th ever president of the WNBA.

#### Hostess Committee

Committee has been working to confirm patron support and create table hostesses for the luncheon. We will start to compile lists of table assignments in the upcoming weeks.

#### Vendor Boutique:

All contracts for vendor boutique are out. We will have 18 vendors. An assortment of old & new vendors. We have new categories and missing gaps we've filled.

#### Underwriting:

We have a new committee with a new chair, Betsy McIntyre

Axiom Corporation has agreed to sponsor event again at \$7500

Rosenthal Memorial Chapel has agreed to sponsor at \$2,500

We have put together a prospective sponsors spreadsheet and are following up on potential partnerships ranging from finance to fitness to automotive. We just had a meeting with Shreve, Crump & Low and are hoping it results in a high-level partnership. They seemed open to coming up with creative ideas to leverage a potential partnership.

#### Communications:

- Event Save the Date went out on Sat, 1/27. Committee members are being asked to share with friends.

- Event is posted on Facebook and we are encouraging committee members and friends to like and share the event

- Fairfield County Look photograph of co-chairs just published in "What's New at Fairfield County Look" email blast on 2/6

#### Committee social event:

On hold until we can determine if we can leverage a partnership with potential speaker or sponsor using their storefront on Greenwich Ave. Aiming for March for event.

#### Shoe Drive:

\* [FEBRUARY 26](#) -- [MARCH 9, 2018](#)

Collecting New or Gently Used Shoes For Families in Our Community!

We have asks out to local schools and other 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 Field School, Temple Shalom Preschool, First Presby, YMCA, St. Saviours, GHS, Julien Curtis, Riverside Elementary and Old Greenwich Elementary School) The locations will be available on the Greenwich United Way website.

## **Sole Sisters Luncheon continued**

### Invitations:

Received the draft of invitations. Awaiting speaker information to finalize.

### Decorations:

Green will be doing arrangements again, but we are asking for a discount and have given feedback on the 2017 arrangements.

### Shoe Cam:

Jeremy received confirmation SAKS will again underwrite Shoe cam. They are trying to figure out whether they can partner with a designer again. We are waiting for specifics of hosting a key/shoe giveaway.

## **Golf Event**

Tournament is set for May 21 at Burning Tree. Committee is meeting regularly and looking to build on last year's successful tournament. Working to keep our tournament unique from the others in town and bring new faces to the GREENWICH United Way.

The Save the Date will be going later this week. Please forward onto anyone you might believe is interested. You can always pass new names onto Jeremy to get them on the invite lists.

If you would like to join the committee please contact Mario Forlini at [Mario\\_Forlini@ml.com](mailto:Mario_Forlini@ml.com)

## **85<sup>th</sup> Celebration Party**

The committee is working on signing up hostesses and also on underwriting.

The invitation design is underway. The overall feeling of the party will be Art Deco Prohibition. The idea of an after party for the younger crowd has been ruled out.

If you would like to join the committee please contact Jeremy or Diane Viton.

The next meeting date is March 1 at Sabrina Raquet's home, 78 Zaccheus Mead, Greenwich.

## **Campaign Update**

The campaign is tracking well. As of this date, we are 87% of our goal!

In February, donor solicitations will be mailed to past donors with personal notes written by the ACC.

### Annual Campaign Cabinet

Annual Campaign Cabinet meeting is February 8, 2018. The new Board members will join our committee and work with us on donor solicitations and outreach. The outreach will especially focus on Professional donors.

### GUW Board thank you calls

Many thanks for your help! This extra thank you really makes a difference. Most donors are pleasantly surprised to hear a thank you!

Kindly sign up for this month's calls.

## **Communications update:**

**Please note-**

**The more our social media posts are shared, watched and “Liked” the more people will see it. Each time you share, watch or “Like” Facebook, Instagram etc. will push it out to your Friends and Followers and we will get more views and more exposure.**

**Please help us get the word out about all the good that Sarah is sharing for us!**

Last month we sent a press release out with details about the Annual Board Meeting, this included Direct Impact Program news.

We also sent a release for Sole Sisters announcing the Shoe Drive and release of Luncheon Patron tickets.

In addition, we have a release out for the 10th anniversary of Reading Champions, in this release, we mention the expansion or transition to Champions Programs that will include homework and finance.

We sent an announcement out about the two the new hires, this was published in the February 5, addition of Fairfield County Business Journal.

Today (2/7) we released news from the January Community Planning Council meeting and we will publish all current news releases to the Greenwich United Way website.

As for social media, we are supporting all of these news releases with photos, links and videos to the Facebook and Instagram accounts. These accounts push through to Twitter. I'm also able to Retweet news items via the Twitter profile.

One major area we're focused on is expanding the reach of our news releases and social media posts. I'm working to grow the Greenwich United Way release distribution and leverage local influencers to help promote our content through their personal and business profiles.

I understand that Greenwich United Way is working with Starr Films to create content to debut at the Sole Sisters Luncheon and to use moving forward at fundraising events.

I'm working with the Greenwich Chamber of Commerce to highlight Greenwich United Way partners and sponsors and hope to nominate Greenwich Dance Studio for a business and philanthropy award.

We are also networking with the Greenwich Jr United Way Ambassador, Olga Litvinenko, to hopefully receive a portion of her perfume proceeds to fund the Annual Campaign. She will also promote Greenwich United Way efforts through her marketing.

Coming up next week we're taping an interview with WGCH News Director, Tony Savino, to promote Champions Programs.

Over the next month we will be rolling out news about Community Investment Process and Grants through social media and I hope to have a press release to cover today's (2/7) Grant Recipient Reception by next week.