

## *Fund Development & Marketing Update*

### *April 2018 Board Meeting*

#### *Annual Campaign Cabinet Board Report*

The Individual Donor campaign is tracking well!

We have reached 92% of our goal. The campaign ends on June 30, 2018!

Alexis de Tocqueville Society

Cricket Lockhart, Tocqueville Society chair, booked the Donor dinner for Thursday, May 10 at the Greenwich Country Club. Save the date emails have been sent to invitees. The invitations will be mailed within the next few weeks.

Business and Professional donors

Marie and Jeremy met to pull together a concise presentation highlighting the G UW and our impact in the community. We plan to present this to potential local business and professional donors.

This Donor level has weakened through the years; our goal is to better educate this constituency and gain new support.

Suggestions from the G UW Board are greatly appreciated especially: real estate brokers, attorneys, doctors, and other businesses.

Continued focus on this Donor level is recommended for future Annual Campaigns.

Donor thank you calls

For the G UW Board, kindly sign up to call and thank our donors.

Submitted by Marie Woodburn

#### *Sole Sisters Luncheon on April 24th*

We are just days away from the luncheon! In lieu of a hostess gift on each attendee's chair we will be purchasing toys from our speaker's company, Melissa & Doug, at wholesale to give to our ECAGS program. One of M&D's experts will help pick out toys for PAT and the 13 preschool classrooms in each attendee's honor. There will be a note in the program informing the have on attendees to be aware of this donation on their behalf.

The Sole Sisters hosted an event in partnership with Hobbs on Greenwich Avenue for a shopping event and a portion of sales was raised that evening. The evening was a success and exposed through Fairfield County Look with 15-20 women in attendance.

The shoe drive was a huge success! We were able to collect shoes throughout the community and we collected in total over 1,0000 pairs of shoes for Neighbor to Neighbor during this shoe drive.

Communications - we are continuing to promote the event, most communication points are now focused on ticket sales.

Underwriting - we are currently working on securing one final new partner. Current sponsorships include:

- Acxiom \$7,500
- Rosenthal Memorial \$2,500
- Berkshire Hathaway \$2,500
- Shreve, Crump & Low \$1,000
- Saks \$1,000
- Green - All centerpieces ~\$2,500 based on last year
- Hobbs - proceeds from shop

We have sold 58 Patron and underwriting opportunity tickets, 294 Total tickets as of 4/9, on par with last year. The hard invitations were sent out over a week ago.

There have 37 confirmed hostesses representing 28 tables currently. Those hostesses will follow up to be sure their attendees purchase tickets.

Green of Greenwich will be underwriting the table centerpieces. Under one of the attendee's chairs at each table will be a business card and that individual will be bringing home the centerpiece. We had our food tasting at GCC on 3/28 and made a wonderful decision for the luncheon choice. Our walkthrough with Just AV was successful and everyone is all on the same page with the layout of the event. Our Sole Sisters committee will be encouraged to come on Monday, 4/23 between 12-130 to show off their shoes and take additional pictures to have included through the slide show.

We have 18 vendors 9 returning and 9 new. This year we will open the vendor boutique to begin at 9:30am and encourage attendees to stay after the luncheon to shop. We are hopeful this will encourage more shopping and sales for the event.

Sarah Bamford has been working on exposing Melissa Bernstein through all local social media outlets.

Submitted by Jaime Eisenberg

### Golf Outing May 21st

I summarized some of my notes and I know Jeremy has been tracking the figures and sponsors.

- We last met on 3/28
- Next meeting is Thurs 4/12 @ 9:30
- Event – Mon 5/21
- Costs are \$625/golfer, \$2,400 per foursome, \$150/per dinner only, various underwriting opps starting 250+
- As of 3/28 we have 32 golfers signed up
- We have secured several verbal commitments and sponsors
- Registration open and latest email blast yesterday
- We are also finalizing gift ideas (backpack with GUW logo is the top choice)
- We have secured Jane Condon as our MC and auctioneer

Submitted by Mario Forlini

### 85<sup>th</sup> Anniversary Party

The committee met on April 4<sup>th</sup>. Volunteers began selecting the sub-committees that they would like to work on. Other points of discussion were hostesses (ambassadors), decorations, procuring auction items and sponsors.

Additional committee members and hostesses are encouraged. There will be lots to do to make this event a success!

The next meeting will be at the Greenwich United Way office on May 3<sup>rd</sup>.

Submitted by Diane Viton

### Public relations, marketing and social media update

- We sent a Direct Impact Programs news release out to announce that the Early Childhood Achievement Gap Solutions funding goal was reached. We are in the process of planning the communications around the upcoming launch of that program on May 15 at the Community Planning Council meeting.
- Greenwich Sentinel will publish an interview with Community Planning Council Chair to highlight the work of the Council and Needs Assessment with a focus on the April meeting.
- We are getting ready to announce the Jr United Way collaboration with Abilis - there is a special event on June 9th in the works.
- I'm planning to send Sole Sisters luncheon and golf tournament news out this week.
- We are supporting all press with social media posts that drive traffic to the website.
- There are videos from the Grant Recipient Reception being published between event updates.
- We are working to engage event attendees more on social media and provide incentives.
- We are incorporating a capture program at all events moving forward by including info on invites, e-blasts, and programs.
- A marketing update... we are going to start e-blasting Reading Champions testimonials, we're partnering with Greenwich Magazine on a "Faces of Philanthropy" ad feature.

- Reading Champions has partnered with The Chamber Players of the Greenwich Symphony to help raise awareness for the program and show appreciation to volunteers.
- There are two videos in the works with Starr Films, one to spotlight Greenwich United Way and another to spotlight the Reading Champions program.
- We have reached out to INGreenwich and Think Greenwich to help us promote the organization and our communications.
- There is also a "Top Ten Reasons to Support Greenwich United Way" piece is in the works.

Submitted by Sarah Bamford