



Fund Development and Marketing Update October 2018

85th Gala – Pearls and Prohibition Update from Nicole Kwasniewski

We are now a week away from the 85th Anniversary Gala! We had a great turnout at the Shreve Crump & Low Patron party on September 13th, and they generously donated a portion of jewelry sales to the GUW. To date, we have received approximately \$3000 from those purchases. We have sold 309 tickets to the Gala, and have secured over \$40,000 in underwriting.

Our auction has some outstanding packages, and we are utilizing electronic bidding so anyone who is not attending can still bid and donate to the event! We have 3 live auction items- just wanted to highlight one of them:

Nantucket Package

2 tickets on a private jet from Westchester to Nantucket, a 2 night stay at the White Elephant, \$2000 worth of tickets to the Nantucket Wine Festival, and a \$4500 after-hours shopping experience at Richards to get 'outfitted' for your trip to Nantucket

Thank you so much to all Board Members who have helped in so many different ways! We all appreciate your ticket purchases, donations of wine, auction items, underwriting, spreading the word, and your time!

Sole Sisters Luncheon Update from Graci Djuranovic

- First committee meeting took place on Thursday, October 4 hosted by Lifetime Sole Sister Lisa Lori at The Perfect Provenance.
- Kirsten Riemer is the new Sole Sisters co-chair for 2019. We have a fantastic 29-person committee with a great mix of old and new members. We have filled most of our chair positions and are looking forward to a great year!
- We are starting to put together a strategy for soliciting new and existing underwriters and sponsors, so we welcome any new suggestions and/or connections from the Board.
- We are also working on securing a speaker. We have an ask out, but if any Board members have any new ideas and/or connections, please let us know.

Golf Event Update from Mario Forlini

We are committed to have the 2019 event at Fairview. The process picks up in Jan/Feb.

Marketing

Update from Sarah Bamford

- On the G UW communications side we've been promoting events; Annual Campaign Launch, 85th Patron Party, ECAGS Film Screening, Reaching Champions Open House.
- We've sent a few press releases out; 85th Anniversary, Community Investment, Grant Extensions. Social media posts have focused on promoting Pearls & Prohibition, we're also posting radio interviews and other press clips to help bring the info to the G UW audience -- I would like to post more video.
- We've partnered with Greenwich Time on an advertising package, we're also working with Town of Greenwich to promote the Annual Campaign - there will be a banner on Greenwich Ave during the last two weeks of October. Jeremy is working on that ad. I'm trying to partner with Gabriels and Cars & Coffee to host a social hour/ CEO meet-and-greet.
- We partnered with Greenwich International Film Festival last month, would like to continue partnering with other organizations to help promote G UW.

Annual Campaign

Update from Jaime Eisenberg

Annual Campaign is off to a great start. The Coopers and Alison have been very busy gearing up and reaching out to all the individuals for Toqueville and Leadership cabinets. Alison has signed and written notes on all of the appeal letters as well as the "Thank You's" to the earlier contributors. In August the pacesetter letter went out under Anne's signature in mid-August.

The town wide letter hit (11k households) the week of our campaign kickoff.

The leadership and Tocqueville solicitation went out early last week.

Our next solicitation will be sent before Thanksgiving to trigger year end gifts.

Campaign status will be shared at the board meeting.