

DWELLING PLACE OF GRAND RAPIDS  
MARKETING & DEVELOPMENT COMMITTEE  
May 27, 2020  
UNAPPROVED MINUTES

**MEMBERS PRESENT** Leah Carpenter, Rick Stevens

**MEMBERS ABSENT** Thomas Carpenter, Kyle Irwin, Tommie Wallace

**STAFF PRESENT** Kim Cross, Jenn Schaub, Latrisha Sosebee, Denny Sturtevant

The meeting was convened via video conference at 9:45 AM by Rick Stevens.

**APPROVAL OF MINUTES** **Minutes of the Marketing and Development Committee meeting of April 28, 2020 were approved by consensus.**

**DONATIONS SINCE LAST MEETING** Dwelling Place received \$100,000 from the Dan & Pamela DeVos Foundation for its capital campaign. We have received checks from some donors who sent their check in early and staff will try to ensure we don't ask those persons to give at the end of the year. Year End numbers may be adjusted. \$1,200 in gifts were received from the Amazon Wish List.

**2020 MARKETING PLAN UPDATES** The previous plan now has virtual options, updated outreach messages and content. As people are tired of Zoom meetings, the committee discussed concepts that people are willing to come out for.

Examples:

- Hops and Housing becoming Virtual - Advocacy for Affordable Housing Special
- Adding special topics E- Newsletters

Discussion:

- Letter to Donors, Community Report for 2019 - If we send a letter, should we be asking for donations towards the capital campaign? Remind donors that housing issues aren't going away and you can help.
- Virtual happy hours: pick up your beer or cocktail kit and join the conversations. Or virtual dinner/lunch: pick up food from BSM and enjoy a meal together. Hops and Housing New Holland Sponsorship: deliver to attendees 4-pack of beer or send a virtual coupon.

Ms. Sosebee will review options for a virtual happy hour partnership with local breweries.

**2019 COMMUNITY REPORT UPDATE** Mr. Sturtevant is currently working on edits. Everything was done in-house including content, quotes, design, etc.

Ms. Sosebee will send Mr. Sturtevant a text-only copy of the document and they will work together on revisions.

**PLANNED GIVING COMMITTEE** Staff had a conversation with Shaun Shira from GRCF who has worked on planned giving. Recommendations:

- Make sure you have information available about what the planned giving options are
- Continue to mention planned giving options and have this information on your website readily available
- Put together a small committee of board and staff to dig into this and be available to walk potential donors through the process
- There are local and national organizations that focus on Planned Giving Membership and have quarterly training - Community Foundation has planned giving resources

The Committee discussed developing this expertise in-house and using the expertise of GRCF.

- Meet to understand the tools and what options are out there.
- Learn as much as we can about the process and marketing it.
- If people give through GRCF that becomes their asset, and we do have a foundation. Give the option of giving to one or the other.
- Board member participation - Gil Segovia may be a good fit. Mr. Stevens would be willing to be on the committee towards the end of the summer.

Mr. Sturtevant and Ms. Schaub will draft a plan and share it at the next committee meeting. The revised plan will then be shared with board members to see if there is any additional interest.

## **ADJOURNMENT**

Mr. Stevens adjourned the meeting at 10:44 AM.