



DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

Tuesday, 26 February, 2019

10:00am - 11:30am

Dwelling Place Offices 101 Sheldon Blvd. SE, Suite 2

AGENDA

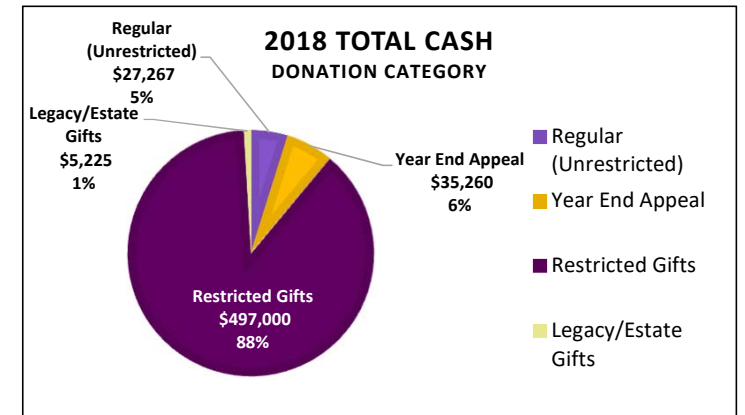
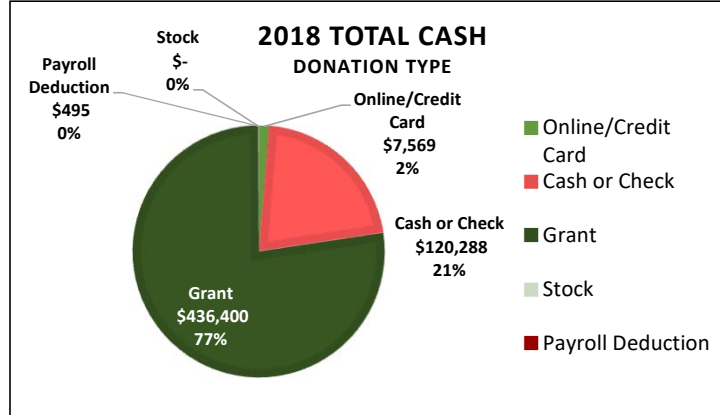
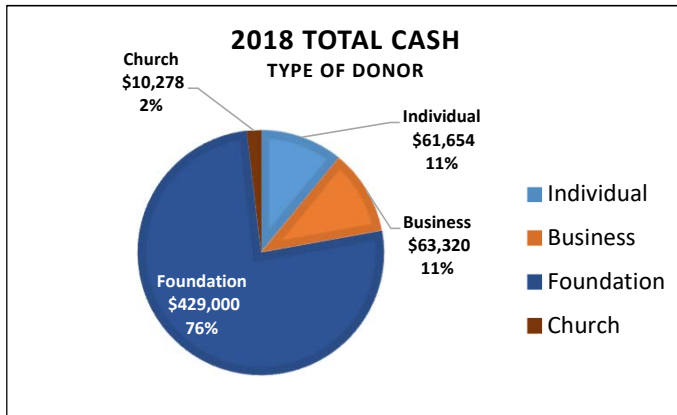
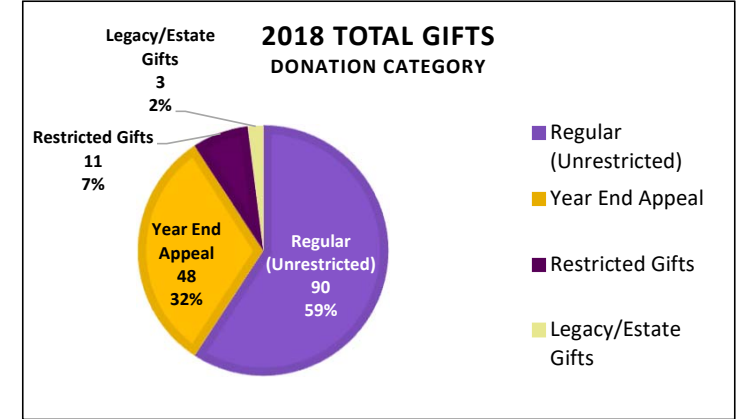
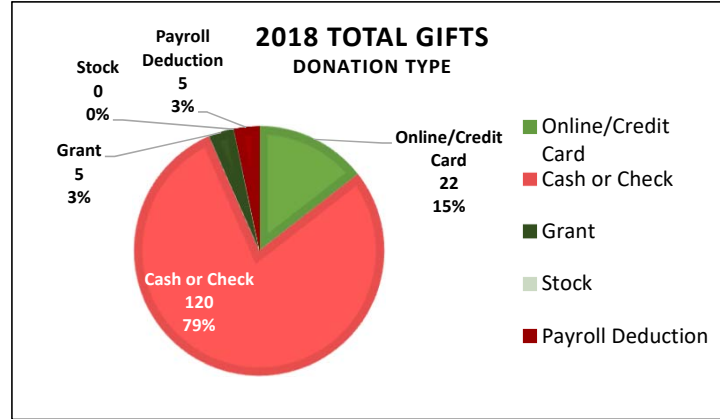
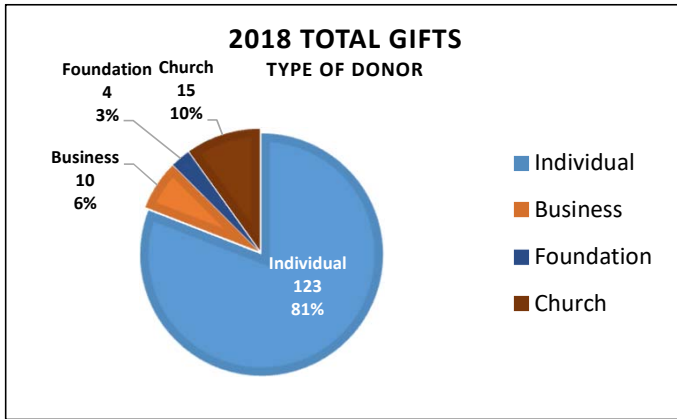
- I. Approval of Minutes – January 29, 2019
- II. Donations Since Last Meeting/Review of 2018 Donor List
- III. Review of Donation Tracking Graphs
- IV. Marketing Year to Date Dashboard and Metrics
- V. Branding Plan Update and Review
 - 1) Swag
 - 2) Thank you cards
 - 3) Web site
- VI. 2019 Annual Event/Fundraiser
 - 1) Review of 2016 Event Sponsors
 - 2) Brainstorm Other Potential Sponsors
- VII. 2019 Resource Development Plan
 - 1) Draft Plan Revision
- VIII. Other Business
- IX. Next Meeting Date (Tuesday, March 19, 2019)
- X. Adjournment

2018 Donation Breakdowns

Type of Donor		
	Total Gifts	Total Cash
Individual	123	\$ 61,654
Business	10	\$ 63,320
Foundation	4	\$ 429,000
Church	15	\$ 10,278
Total:	152	\$ 564,251.70

Donation Type		
	Total Gifts	Total Cash
Online/Credit Card	22	\$ 7,569
Cash or Check	120	\$ 120,288
Grant	5	\$ 436,400
Stock	0	\$ -
Payroll Deduction	5	\$ 495
Total:	152	\$ 564,751.70

Donation Category		
	Total Gifts	Total Cash
Regular (Unrestricted)	90	\$ 27,267
Year End Appeal	48	\$ 35,260
Restricted Gifts	11	\$ 497,000
Legacy/Estate Gifts	3	\$ 5,225
Total:	152	\$ 564,751.70



DONATIONS RECORDED SINCE LAST MARKETING & DEVELOPMENT MEETING

Last meeting date: 01/29/19

Current meeting date: 02/26/19

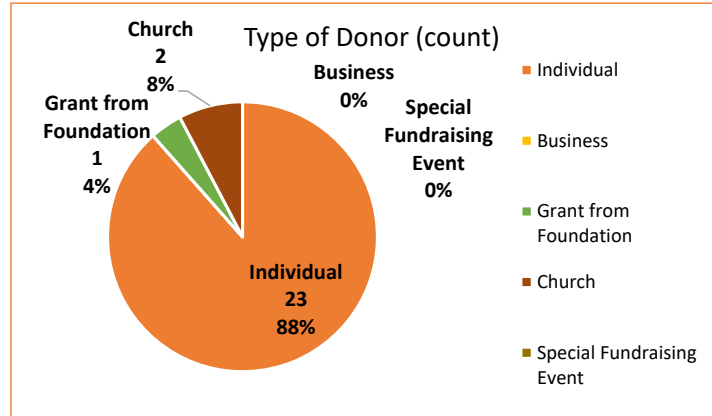
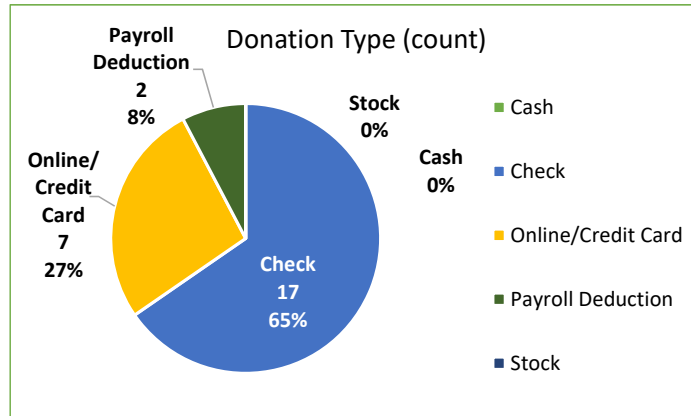
DONOR NAME	DATE	DONATION AMOUNT	NOTES
Jack Hoffman and Rebecca Smith-Hoffman	1/8/2019	\$200.00	Year End Appeal
Bob and Lois DeBoer	1/8/2019	\$300.00	Elmdale Apts
Marilyn Whitney	1/18/2019	\$50.00	
Michael Ensing	1/25/2019	\$80.00	
Loyd Winer	1/30/2019	\$100.00	
Grand Rapids Community Foundation	2/1/2019	\$5,000.00	Restricted: Heartside Planning Initiative
		Total: \$5,730	

SAMPLE 2019 YTD Donation Breakdowns

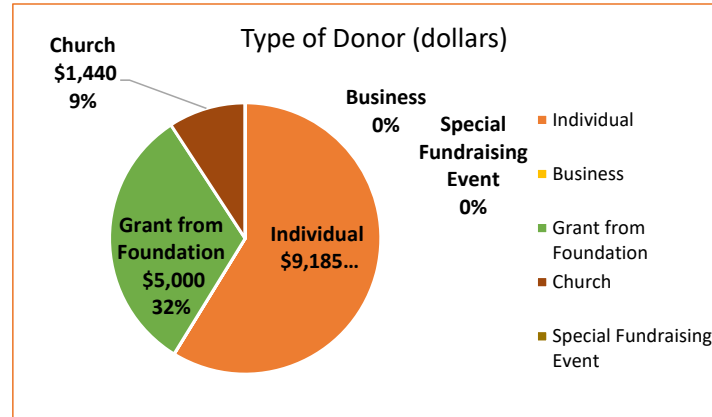
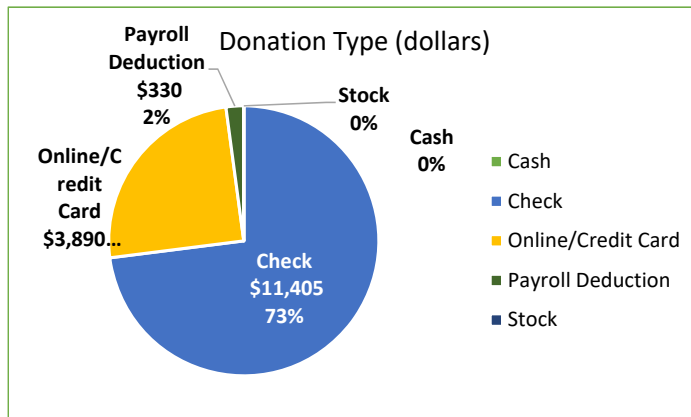
Breakdowns of 2019 Donations

Donation Type		
	Total gifts	Total dollars
Cash	0	\$ -
Check	17	\$ 11,405
Online/Credit Card	7	\$ 3,890
Payroll Deduction	2	\$ 330
Stock	0	\$ -
Total	26	\$ 15,625

Funding Source		
	Total gifts	Total dollars
Individual	23	\$ 9,185
Business	0	\$ -
Grant from Foundation	1	\$ 5,000
Church	2	\$ 1,440
Special Fundraising Event	0	\$ -
Total	26	\$ 15,625

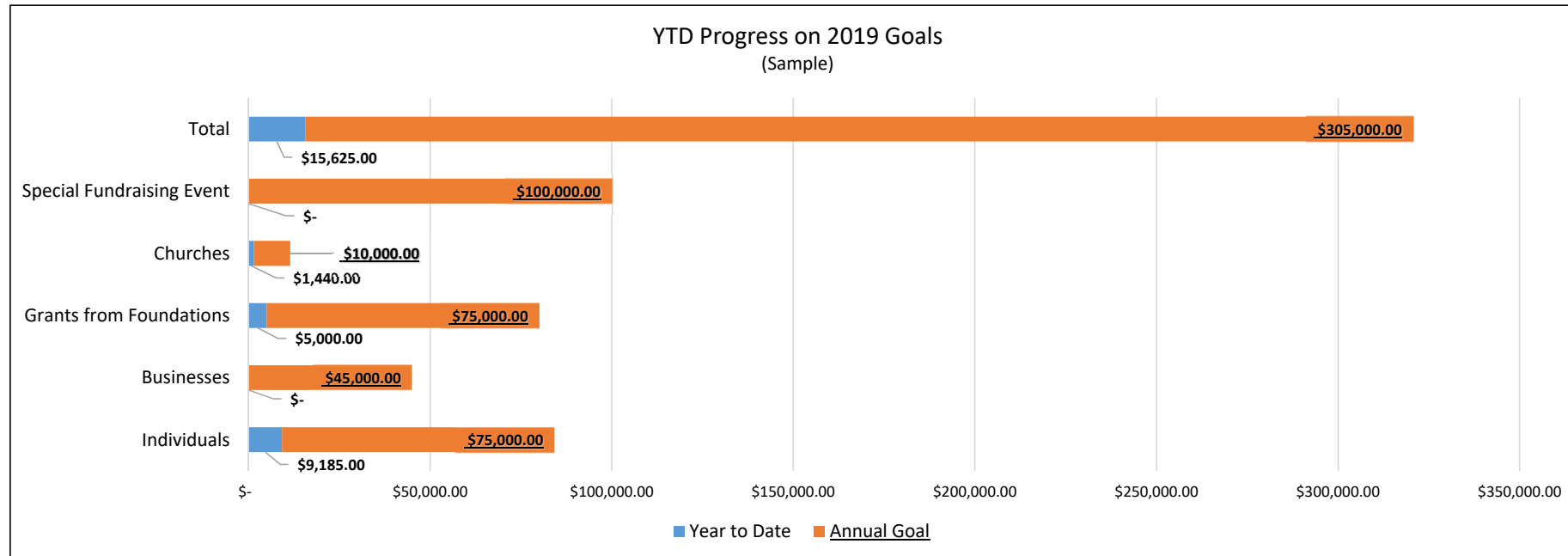


*NOTE: December 2018 numbers have been included for sample purposes.



SAMPLE 2019 Goals Chart

	Year to Date Progress on 2019 Goals													Year to Date	Annual Goal	% Complete
	December '18	January	February	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
Individuals	\$ 6,170.00	\$ 3,015.00	\$ -											\$ 9,185.00	\$ 75,000.00	12%
Businesses	\$ -	\$ -	\$ -											\$ -	\$ 45,000.00	0%
Grants from Foundations	\$ -	\$ -	\$ 5,000.00											\$ 5,000.00	\$ 75,000.00	7%
Churches	\$ 1,440.00	\$ -	\$ -											\$ 1,440.00	\$ 10,000.00	14%
Special Fundraising Event	\$ -	\$ -	\$ -											\$ -	\$ 100,000.00	0%
Total	\$ 7,610.00	\$ 3,015.00	\$ 5,000.00											\$ 15,625.00	\$ 305,000.00	5%



*NOTE: December 2018 numbers have been included for sample purposes.



2019 Resource Development Plan

Dwelling Place Resource Development Plan 2019

Purpose

The purpose of **Resource Development** at Dwelling Place is to provide a reliable funding stream through a fundraising program tailored to the identity and needs of Dwelling Place.

The purpose of this **Resource Development Plan** is to outline methods to secure philanthropic gifts and grants for annual operational needs for Dwelling Place and to ensure that Dwelling Place and the Marketing and Development Committee meet fundraising targets throughout the year.

The **Marketing and Development Committee** is a standing committee of the Dwelling Place Board of Directors that exists to raise funds, expand awareness of the work of Dwelling Place, gain new friends in the community, and provide oversight and direction of fundraising events and tactics that fit within the overall strategic goals of the organization. The committee meets once a month.

Revenue Sources	2019 Goals	2018 Actual	2018 Goals	2017 Actual	2016 Actual	2015 Actual
Individuals	\$75,000	\$45,130.78	\$75,000	\$21,168	\$118,399 Includes \$100,000 anonymous gift for Harrison Park	\$45,410
Businesses	\$45,000	\$12,469.83	\$45,000	\$144,642 \$99,907 restricted for projects	\$41,704	\$136,753
Grants from Foundations	\$75,000 Does not incorporate NW funding or special project grants	\$953,971*	\$75,000	\$314,588 All NW grants except for \$24,000 for Roosevelt	\$104,750 All NW grants	
Churches	\$10,000	\$10,278.25	\$10,000	\$8,697	\$8,066	\$12,620
Special Fundraising Event	\$100,000	\$0	\$100,000	\$228	\$109,392 Rockin' Rooftops	\$68,280
Other				\$4,490	\$6,796	\$7,747
Totals	\$305,000	\$1,021,849.86	\$305,000	\$493,813	\$389,107	\$270,810

*NOTE: 2018 Grants included \$456,130 from NeighborWorks, \$425,000 from four foundations for Harrison Park, \$50,000 from Republic Services for an exercise park in Muskegon Heights, and the remainder from small grants for miscellaneous projects.

Financial Goal

Overall Goal: \$305,000

This financial goal reflects increases in all revenue categories of Special Events, Grants, Individual, Church and Business contributions (non-sponsor). The goals do not include NeighborWorks grants or any other grant or donation that is restricted for a specific purpose.

Strategic Goals (non-monetary goals)

1. Assigned staff will participate in meetings with Marketing and Development Committee to execute strategies and tactics to increase public awareness of Dwelling Place and to raise financial and other material resources in support of the Dwelling Place mission.
2. Assigned staff will lead *Strategic Initiative III of the Dwelling Place Board of Director Strategic Plan* targeting implementation of a Branding/Marketing Plan. Defined outcomes created within this initiative will be incorporated into committee goals and performance goals assigned to assigned staff.

Individual Giving

Individual Giving goal represents the highest increase of all categories. This goal will be achieved by cultivating current donors under \$500 for a 10% increase and cultivating current donors greater than \$500 for 25% increase. New donors may be added through special events as well as active solicitation through person to person meetings, e-mail and direct mail. Board Members, Committee Members and other volunteers will affect success by connecting staff with potential donors and inviting new donors to events.

New Donors >\$500 will also be sourced by increasing public awareness of Dwelling Place and leveraging Grand Rapids Community Foundation, the Community Foundation of Muskegon County, and other philanthropic groups, with increased exposure to their donors.

Special Events

Dwelling Place will host a year-end fundraising event kicking off 2020, our 40th anniversary year. During 2020 we will plan a number of 40 year events to highlight Dwelling Place and our anniversary. This event will serve as our annual gala fundraiser. Businesses who were sponsors in the 2016 Rockin' Rooftops event will be solicited to sponsor this event and the committee will seek sponsorships from additional sponsors at the \$5,000 level to try to improve on the 2016 results.

Fundraising Event

Date: Fall 2019 Goal: \$100,000 net

1. Fall 2019
2. Neighborhood location or Meijer Gardens
3. Target 2018 sponsors + new 2019 sponsors
4. Highlight residents and key volunteer leaders
5. Goal = 200-300 attendees

Grants

Assigned staff will identify new grant opportunities and submit grants for operating support or capital projects. The grants goal for 2019 are not inclusive of NeighborWorks grants or other grants that are restricted for specific programs or projects.

Churches

To meet the projected increase in church giving, assigned staff will develop solicitation material based on the branding plan. Special church breakfasts or luncheons will be convened to inform and to solicit support.

Businesses

All businesses who made a contribution in 2018 will be contacted to renew gifts for 2019. A minimum of 25 new businesses will be approached to support programming and special events.

Marketing and Communication

Assigned staff will implement strategies and tactics outlined in the 2018 Branding Plan consistent with goals from the 2016 Strategic Plan.