

DWELLING PLACE OF GRAND RAPIDS
MARKETING & DEVELOPMENT COMMITTEE

October 27, 2020

Committee Approved December 16, 2020

- MEMBERS PRESENT** Leah Carpenter, Kyle Irwin, Rick Stevens
- STAFF PRESENT** Brian Molhoek, Zoe Post, Jenn Schaub, Latrisha Sosebee, Denny Sturtevant
- The meeting was convened via video conference at 10:03 AM by Rick Stevens.
- APPROVAL OF MINUTES** **Minutes of the Marketing and Development Committee meeting of August 25, 2020 were approved by consensus.**
- DONATIONS SINCE LAST MEETING** The number of donations in 2020 is fewer than that of 2019, but the overall dollar amount is about the same. A \$100,000 grant application for the Frey Foundation is underway to assist with the capital campaign.
- Ms. Sosebee discussed possible segmenting of the Dwelling Place donor list. The mailing list currently includes about 1300 contacts, but only 171 unique donors gave to Dwelling Place last year. Despite this disparity, the committee recognized the value of sending marketing materials to the full list in an effort to raise brand awareness.
- YEAR-END GIVING** “Housing is a solution” (to family instability, healthcare access, homeownership, and other issues) is the theme of this year’s giving campaign, which will feature a two-page mailing and a series of billboards. The campaign will be visually engaging and center around personal stories of how housing has helped individuals and families in various ways. The committee suggested additional wording to highlight Dwelling Place’s 40 years in the community. Ms. Sosebee will email a final draft to the committee before the materials are mailed.
- DIVERSITY, EQUITY, & INCLUSION PLAN** The committee discussed the following ideas for incorporating DEI goals into the Marketing & Development Committee:
- Create Spanish language promotional videos and add Spanish subtitles to existing videos
 - Translate essential Dwelling Place documents into Spanish and ensure there is a staff point of contact with whom prospective residents can follow up
 - Promote Dwelling Place involvement opportunities, such as volunteer events and board service, to a broader range of community organizations and groups
 - Expand reach to local faith communities, particularly those in census tracts that Dwelling Place serves, to develop a better understanding of community needs and to provide resources about Dwelling Place housing initiatives and involvement opportunities

- Develop a speakers bureau with a variety of individuals who could speak at churches and other groups and promote housing as a social justice cause
- Review photos and language surrounding physical and cognitive ability, gender, ethnicity, and other identity markers to create more inclusive external and internal Dwelling Place materials

VOLUNTEER PROGRAMMING

Heartside Bulb Planting

Mr. Molhoek reported on the first in-person volunteer event since the start of the pandemic, a bulb-planting and gardening event in the Heartside neighborhood. Twenty people, including employees from community partner Progressive A&E, participated in the outdoor event. Volunteer sign-ups were coordinated by United Way as part of its “month of caring” September campaign. The event had a 94% satisfaction rating from the participants and met 70% of ideal outcomes for a volunteer event. Mr. Molhoek mentioned some difficulty holding volunteer orientation virtually and hopes to have follow-up opportunities ready to go following future volunteer events.

The committee suggested creating a calendar of volunteer opportunities, including opportunities for board members, so participants are better able to plan how they volunteer with Dwelling Place.

Collections Drives: Welcome Baskets

As the holiday season draws nearer, Mr. Molhoek will begin to connect to local churches to donate items for welcome baskets for residents at the new Dwelling Place properties available this winter.

ADJOURNMENT

Mr. Stevens adjourned the meeting at 11:38 AM.