

DWELLING PLACE OF GRAND RAPIDS  
MARKETING & DEVELOPMENT COMMITTEE

January 26, 2021

*Committee Approved February 23, 2021*

**MEMBERS PRESENT**

Leah Carpenter, Abby Cribbs, Kyle Irwin, Rick Stevens

**STAFF PRESENT**

Brian Molhoek, Jenn Schaub, Latrisha Sosebee, Denny Sturtevant, Alex Valentine

The meeting was convened via video conference at 10:00 AM by Rick Stevens.

**DONATIONS SINCE  
LAST MEETING**

Document includes year to date and shows compared to goals, final report was included in the packet and shows where we met or exceeded goals. Year end giving may be the best we have ever had. Social media had an impact on giving

**2020 GOAL REVIEW &  
DISCUSSION**

**Objective 1**

**Discussion: Should we use children's art on a thank you card?**

The percentage of families with children are increasing, but the majority of housing is still for individuals, ensuring cards will represent a variety of experiences and residents. Artwork will be featured in a future set of thank-you cards and Ms. Sosebee will ensure there are other cards that feature a wide variety of residents as well.

**Discussion: How to identify ways we can engage the community to strengthen relationships, as with the park at Roosevelt and the buildings at Plaza Roosevelt.**

The committee discussed how to conduct additional outreach to neighborhood partners to increase awareness of the event. During the last fundraiser, Dwelling Place designated funds from the event income to the neighborhood associations and this raised more interest in the program. The committee suggested a template for what partners we should be seeking, who we should be connecting with, which organizations need outreach, and what places and opportunities might work for outreach. Staff will regularly refer to the Affirmative Fair Marketing Plan as part of its ongoing outreach effort. These materials may also be translated based on the community. Ms. Schaub will draft a template for outreach and partnership development and design it as a checklist for reference.

**Objective 2 Discussion: Identify groups or organizations we can speak with in 2021 .**

Possible groups/organizations include: Lions Club, Rotary Clubs, Urban League, NAACP, CRC Denominational Building, Office of Social Justice, White Caps/ Van Andel (a percentage of concession goes to organization), unions like the UAW, high school/college groups and fraternities. The committee also suggested welcome baskets as a great way to reach some of the service-oriented groups. Ms. Sosebee will reach out to these organizations and connect them with a Dwelling Place speaker best suited to the interests of the organization.

**Objective 3 Discussion: What unique web content encourages social media sharing?**

A mix of stories and resources that build an accurate picture of the organization's work and appeal to the diverse audiences we have across our platforms.

**REVIEW 2021  
MARKETING PLAN**

The committee reviewed the fundraising goals, noting that because there are no major capital projects, there is not a capital goal to meet. The special fundraising event will keep \$125,000 as its goal, though staff acknowledged this may be an ambitious goal. In the future, program goals will be discussed with the Finance department and averaged over the past 3 years. **The committee recommended this document, with noted changes, for approval by the Board of Directors.**

**UPDATES**

**Welcome Home Basket Donations**

Mr. Molhoek reported a great response for donations during the holiday season, with several new businesses, volunteers, and groups getting involved. The committee discussed how to appeal to businesses after the holiday collection season and into the spring. Possibilities include outreach to Dwelling Place vendors, such as Superior Pest Control and Colliers International; creating a "thermometer" to visually track progress on donation goals; and connecting with other board contacts. Mr. Molhoek will connect with the vendors mentioned and Ms. Sosebee will create a thermometer for the welcome home basket webpage.

**ADJOURNMENT**

Mr. Stevens adjourned the meeting at 11:06 AM.