MEMBERS PRESENT  Kyle Irwin, Rick Stevens

MEMBERS ABSENT  Abby Cribbs

STAFF PRESENT  Jeremy DeRoo, Brian Molhoek, Zoe Post, Jenn Schaub, Latrisha Sosebee

The meeting was convened via video conference at 10:08 AM.

APPROVAL OF MINUTES  Minutes of the Marketing and Development Committee meeting of September 28, 2021 were approved by consensus.

FUNDRAISING FOR DWELLING PLACE BOOK  The Dwelling Place book is nearing completion, with about 65 pages in their final draft form. A local printer will likely require a 500 book minimum and staff estimate the cost at about $20/book. Ms. Sosebee has reviewed the list of past business donors and expects 20-25 possible sponsors who will receive a donor packet mailing. This is a separate mailing from the year-end ask, which will feature excerpts from the book and offer to send a copy of the book to donors giving at a specific level, whereas sponsors will have their name or logo printed in the book itself. Ms. Sosebee will meet with Mr. Stevens and Ms. Irwin on Wednesday to review the donor list and personalize the donor packets.

ORGANIZATIONAL FINANCIAL NEEDS  In an effort to more closely align the marketing and development plan with the organization's capital needs, Ms. Sosebee reviewed the development pipeline. Upcoming fundraising may be needed for renovations at Weston, Villa Esperanza, and Harvest Hill apartments, as well as the Burton CLT homes. There are additional funding gaps for the CB&E and Support Services departments. Future capital campaigns will center around specific developments or organizational programs and use donor-specific messaging that highlights resident stories to raise funds.

OTHER BUSINESS  Ms. Schaub described a fundraising strategy where individual donors are encouraged to give a small monthly amount ($15) that adds up over time. This could be promoted at community and volunteer events, with an emphasis on the number of donors that sign up to give rather than a specific dollar amount. Donors would be able to give with a credit card and receive updates via email. Given the committee’s support for the strategy, monthly giving will be incorporated into the goals identified in the marketing and development plan.

Ms. Schaub also described a thank-a-thon that would have management team members and/or board members set aside a few hours to call donors to thank them and answer any questions about upcoming projects or programs. Some committee members expressed hesitation with the amount of staff time that would be required for such an event. The committee agreed to test this strategy on a small scale first to see if it is effective.

ADJOURNMENT  The Marketing & Development Committee adjourned at 11:28 AM.