

Development Committee meeting minutes 17 October 2019

Attendees: Jeff Ridgway, Peter Watt (by phone), Jane Chapman, Cheryl Heffernan, Gary Rogers, Edna Beaudette, Natalie Yonker, Jackie Kangley, Sara Qua, Kitty Stalsburg

New York Yacht Club Event Update and Planning – Rives Potts has confirmed his availability as the speaker for this event and will be generously supporting this event with a \$5000 sponsorship. The Model Room of the New York Yacht Club has been secured and confirmed for this event to take place on Thursday, February 6, 2020, the theme of which will be marketed as “The Faces of Courage”. Edna Beaudette has been liaising with the club and brought up several issues which need to be decided upon:

- We have decided that 100 is our minimum attendance for the event, but what is our maximum? This will be partially based on the total amount of expense High Hopes can absorb and the room capacity as well.
- What is the Club’s cancellation policy?
- Can we market to the Club’s membership? If so, what would the parameters be.
- Confirm format and timeline for the evening.
- Design and copy for the invitation
- Determine who from High Hopes will introduce Rives and then follow his discussion with High Hopes specific info, including an appeal for support.

Invitations for the event will mail out the first week in January. All Development Committee members should submit their names to Sara by November 15th (preferably in excel format).

We still need to secure an additional \$10,000 in sponsorship support. This can be from a single donor or multiple gifts. Gary Rogers will approach Gowrie Insurance (major maritime insurers) and Jeff Ridgway will solicit Tom Whidden of North Sails. Sara has several other prospects she will approach.

Fall Appeal – The mailing will be available for note writing on Monday, October 21 to Tuesday, October 29. The approximately 2000 piece mailing is comprised of 11 segments: Endowment donors, Adopt-A-Horse donors, 2018/19 appeal donors, 2018/2019 non-appeal donors, June Benefit Scholarship donors, Lapsed donors of 2 years, Cultivate individuals, Gift in memory/in honor donors, Summer Camp parents, Participants and Volunteers. Each letter’s message is specific to the recipient.

The mailing will be in the therapy room in mail trays and have been placed in a sequential numeric order that is printed on the outside envelope. Instructions for note writing will be with the mailing, along with sample notes. A list of names will also be on hand, in alpha order and with an indication of what segment the recipient has been pulled from. Committee members are asked to participate in the note writing process by doing a minimum of 50 notes. These notes boost the response rate for this mailing, which brings in 60% of our appeal income, significantly.

High Hopes Fundraising Vehicles – The Fundraising Plan for 2019/2020 outlined the need to utilize new methods of messaging and soliciting our donors, as we had seen a decrease in direct mail returns for our annual appeals – particularly with the spring appeal. Jeff Ridgway prepared a timeline of all major development activities over the course of the fiscal year and this highlighted the limited time, and resources

needed for instituting any new event that could bring in new sources of revenue. The Committee also recognized that adding on to one of our two main existing events was not a viable option, but that it was important to have time and resources needed to do specific cultivation/stewardship events, such as the one at the New York Yacht Club for building financial support. With all of these considerations taken into account the Development Committee concurred with the decision to plan/and institute a social media, peer to peer, campaign that could be initiated in the spring of 2021, with some testing of methods during the current year. Before year end a task force will be formed of individuals who reflect our changing donor demographic – i.e. younger, more active participants in social media and on-line giving. This group will meet and brainstorm ideas that would create a marketing “hook” around which a social media campaign could be build.

Holiday Market – On track with 60 vendors (over 40 of whom have signed on as Vendor Partner), 8 food trucks and the return of the popular Tasting Tent. We are still looking for volunteers to help at the event – as greeters, pourers in the Tasting Tent, or with selling raffle tickets. This event happens rain or shine.

Endowment – On track to closing the campaign portion of the endowment by year end. We still have several significant asks outstanding that should be finalized by December 31. We have received confirmation of a bequest that will come to us from a current volunteer which consists of her entire estate, currently valued at over \$1 million. Because the donor is currently living off of the income from the estate, we have not included the amount in the Finance Office’s accounting, but recognize that this legacy gift does allow us to meet our goal of raising \$3 million in gifts, pledges and legacy’s for the endowment campaign. While the endowment campaign will officially end on December 31, cultivating and soliciting endowment gifts will be an on-going activity of the Development Office.

Meeting concluded at 5:20. No date was set for the next meeting and an email will be sent out to all Committee members to arrange a date and time.