

Development Committee Minutes  
August 14, 2019, 1530 - 1630  
PPHFH Conference Room

**Committee Members**

Sam Adams, *Chair*  
Martha Johnson, *Board Member*

**Guests/Staff**

Iain Probert, *Director of Development*  
Sarah Bunch, *Donor Relations Manager*  
Dustin Alarid, *Faith in Action Program Manager*  
Brittany Schaefer, *Guest*

**Excused Absence**

Chuck Smith, *Board Member*

**Opening**

Mr. Adams opened the business part of the meeting at 1536 with prayer.

**Guest Introductions**

Mrs. Bunch and Mr. Alarid were introduced.

**Review of Minutes**

The minutes from the June 19th, 2019 committee meeting were reviewed and approved.

**Maggie's Departure/Sarah New DRM**

Mr. Probert explained that Ms. Williams' last day at PPHFH was August 5<sup>th</sup> and Mrs. Bunch has accepted the role of DRM.

**Gingerbread Build**

Mrs. Bunch gave an update on this project. Items discussed were as follows:

- The development team will partner with Homeowner Services to invite the children of our homeowners and future homeowners to decorate gingerbread houses in an event called the Gingerbread Build.
- We will host the Gingerbread Build event to coincide with Giving Tuesday on December 3<sup>rd</sup>.
- The ReStore will host the gingerbread houses for a week and customers will be encouraged to vote with donations.
- We will create a web page for the event, post pictures of the houses, and try to create a method of voting with donations online.
- The development team will need help with logistics and reaching out to organizations to become involved, build a gingerbread house, and/or potentially sponsor a gingerbread house.
- Ms. Schaefer offered her assistance for this project.

**FY19/20 Actual/Budget**

Mr. Probert provided details on the budget. Items discussed are as follows:

- Individuals and Corporations both exceeded their YTD budgets.
- Religious Institutions and Corporate Grants both fell short of their YTD budgets.
- Mr. Adams asked if there were any particular strategies that worked well for the success of Individuals and Corporations.
  - An increase in social media engagement was mentioned as a contributing factor for Individuals and Adopt-A-Day sponsorships were mentioned as a contributing factor for Corporations.

**My first (nearly) 90-Days**

Mrs. Bunch discussed being able to complete almost all of her 90-day plan items.

**Faith in Action Program Manager**

Mr. Alarid explained his background and discussed his position. Items discussed were as follows:

- Prior to joining PPHFH, Mr. Alarid was based in Kathmandu, Nepal as Director of Operations for Portal Bikes.
- Pikes Peak Habitat for Humanity received grant funding to fund the program manager position over three years.
- There are benchmarks stipulated by the grant with three main goals:

- Increasing faith group involvement with PPHFH, the proposed Interfaith Build, and increasing participation in Global Outreach

### **Text To Give Demonstration**

Items discussed were as follows:

- PPHFH has a year-long contract with Snowball and can execute an unlimited number of “text to give” campaigns during that time.
- This donation capability and all specific campaigns created through the text to give website will be advertised on all PPHFH marketing communications platforms, including on our website, social media, print materials, the notice boards at the construction sites, at community tabling events, etc.
- Ms. Shaefer asked if we were able to segment the donations received to see which campaigns were most successful and Mrs. Bunch explained that Snowball tracks campaigns individually.
- PPHFH’s Text to Give number is 719.395.7679

### **Off the Clock (Veteran Home Build)**

Items discussed were as follows:

- Mrs. Bunch is in talks with Peaks and Pines Brewing Company for an October 19<sup>th</sup> *Off the Clock* event to coincide with our Veteran Build Day.
- The event would be held at Peaks and Pines’ new location in Fountain.
- Mr. Adams discussed the need to figure out how to publicize to those who aren’t able to volunteer for the Veteran Build and encourage them to join us for dinner and drink at the *Off the Clock* event.

### **Back to School Campaign**

The appeal letter is featuring Danyale, an employee and homeowner, who took advantage of PPHFH’s partnership with CTU. The appeal underlines the importance of the relationship between stable housing and education.

### **Other Business**

SoCO AFP Annual Summit – September 27<sup>th</sup>

- Mr. Probert had presented the opportunity to the Board and didn’t get any interest in attending.

### **Board Build**

- Goal to raise \$40,000 (half of a home sponsorship of \$80,000) as our homes now cost \$160,000 to build.
- We’ve received only three pledge forms and hope to have more involvement.
- A possible deadline for pledge forms was discussed.

### **Pikes Peak United Way VISTAS**

- We’ve been approved for the two VISTAS we applied for.
- One will work under Sarah Buchen, our Volunteer Coordinator and the other will work under Mrs. Bunch.

### **Marketing & Communications Intern**

- The position is open and will support the development team.
- Mr. Adams mentioned an idea of a project for the intern of creating a video to solicit sponsors for our donor and volunteer appreciation event.
- Mr. Probert mentioned the development team’s need for a possible videographer to donate all or part of their services for these kinds of video projects.
- Ms. Schaefer offered to reach out to one of her contacts that might have interest in assisting with the production of a marketing video

Upcoming events were discussed.

**Adjournment at 1630 with a closing prayer led by Mrs. Bunch.**

**Date of next meeting:** Wednesday, September 11<sup>th</sup>, 2019 at PPHFH Business Office from 1530 to 1630.