

Development Committee Minutes  
June 19, 2019, 1530 - 1630  
PPFH Conference Room

**Committee Members**

Sam Adams, *Chair*  
Chuck Smith, *Board Member*

**Guests/Staff**

Iain Probert, *Director of Development*  
Maggie Williams, *Donor Relations Manager*  
Sarah Bunch, *Donor Relations Specialist*

**Excused Absence**

Martha Johnson, *Board Member*  
Jeff Mielke, *Committee Member*

**Opening**

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

**Guest Introductions**

Mrs. Bunch was mentioned as new, but those in attendance knew her and an introduction was suggested for the next meeting's agenda.

**Review of Minutes**

The minutes from the May 21st, 2019 committee meeting were reviewed.  
Items discussed were as follows:

- Mr. Adams asked for follow up details regarding sending out a "sorry we missed you" communication to those donors who RSVP'd yes but were no shows at the Donor Appreciation Event. Ms. Williams suggested that after a month, too much time had passed and that kind of communication should be sent in a more timely fashion. Ms. Williams said that "sorry we missed you" communications would be utilized for the 2020 Donor Appreciation Event.
- Mr. Probert confirmed that the Ent Center had been secured for the next Donor Appreciation Event and gave the dates for next year's events.
  - 2020 Volunteer Appreciation Event: April 23, 2020
  - 2020 Donor Appreciation Event: May 6, 2020
  - It was discussed that the events are close together, but that it would be a positive aspect in the coordination process.

The minutes from the May 21st, 2019 committee meeting were approved.

**Marketing and Communications Intern Position**

Ms. Williams gave the position description to the committee and it was reviewed. Items discussed were as follows:

- Separate from the intern position, two VISTAS are expected in January and an unknown number of NCCC volunteers are also expected in November.
- The intern would handle the time-consuming and tedious MARCOM responsibilities of the Development Department.
- Ms. Williams devised the position description from those listed with HFHI and the position would be posted in the next few weeks.

**Faith in Action Program Manager Search**

Mr. Probert gave an update on the search. Items discussed were as follows:

- An offer has been accepted by a gentleman named Dustin and he will begin work on July 22<sup>nd</sup>.
- Dustin will go to the HFH Conference in Atlanta, GA with Kris Medina.
- Mr. Probert will send out more details to the Board and the Development Team.
- Office rearrangement was discussed.

## **FY20 Q1 Fundraising Campaign Activities**

Ms. Williams provided details on upcoming campaigns. Items discussed are as follows:

- The Back to School campaign appeal was altered and it will be mailed out in September.
- The print newsletter will be mailed out the first week of September.
- We have secured a sponsor for both Colorado Gives Day and Giving Tuesday.
  - City Rock is sponsoring Colorado Gives Day and the Ute & Yeti restaurant is sponsoring Giving Tuesday.
  - Both are hosting an all-day event and donating 10% of their proceeds.
- More promotional efforts are being considered, i.e. inviting the news out to these events, inviting radio DJ to the ReStore to encourage shopping and donations.
- The 2019 12 Days of Christmas campaign was successful.
- We're staying on track with what we did last year and hope to take it to the next level.
- Ms. Williams will provide a plan/calendar for these campaigns at the next meeting.
- Mr. Adams asked if a fundraising event would be considered.
  - Mr. Probert said he was happy to discuss and that there wasn't anything scheduled as of yet.
  - Next fall was discussed as an ideal time to schedule a fundraising event.
  - A Volunteer Chair was discussed as a necessary component.

## **AFP 2019 Summit: Friday, September 27<sup>th</sup>, 0800-1600 at UCCS**

Mr. Probert provided details. Items discussed are as follows:

- Last year's event was excellent.
- Group rate secured and committee members were all invited. Mr. Probert asked Mr. Adams to send the invitation to those committee members that weren't in attendance.

## **Other Business**

- Mr. Smith asked for follow up details regarding the Salsa Brava *Off the Clock* event. Ms. Williams said we received close to \$300 as a donation in result from 10% of their proceeds for the 3-hour window. Mr. Probert asked if we would do another event with Salsa Brava and Ms. Williams said they wouldn't be her first choice considering the misunderstanding that occurred for this event.
- Mr. Adams discussed Board thank you notes. Mr. Adams shared the letter that Linda Stahnke had sent to the Board, a year ago, regarding thank you notes and shared it with the committee. The current format of Board thank you notes was discussed. Ms. Williams shared that she is in the process of altering the thank you note format and that the letter from Mr. Adams would be taken into consideration as changes are made. The new format will be a postcard. This change is being made in an effort to reduce the space needed to fill. If the new format is not well received, Ms. Williams shared that it would not be costly to revert back to the old format.
- Mr. Adams shared an idea for a fundraising event involving local organizations building and decorating gingerbread houses, monetary donation "votes" would be gathered for them, and the gingerbread houses would need to be displayed in a local venue or at the local businesses' offices. Suggestions were made for voting for the gingerbread houses to be available on the PPHFH website and a 30-second video to be made of each gingerbread house. Mr. Probert said the Development Team would put their thoughts together and present an initial event plan to the committee at the next meeting.
- Mr. Probert shared the current fundraising financials with the committee. Mr. Probert mentioned the issue of having to debt collect on \$40,000-\$50,000 in pledges or Adopt-A-Day donations, including one corporation requesting PPHFH write off \$2,500. Mr. Probert discussed the need to change the donation collection process to collecting donations up front, instead of invoicing after the event.
- Mr. Probert shared the new brand guide from HFHI and the dates of the upcoming GHB Home Dedication and Legislative Build Day events.

## **Adjournment at 1621 with a closing prayer led by Mr. Smith**

**Date of next meeting:** Wednesday, August 14<sup>th</sup>, 2019 at PPHFH Business Office from 1530 to 1630.