

Development Committee Minutes
October 23, 2019, 1530 - 1630
PPFH Conference Room

Committee Members

Sam Adams, *Chair*
Chuck Smith, Board Member

Guests/Staff

Iain Probert, *Director of Development*
Sarah Bunch, *Donor Relations Manager*
Brittany Schaefer, *Guest*
Tim Trowbridge, *Guest*
Carolyn Gibson, *Assistant Accountant*
Peter Hilts, *Guest*

Excused Absence

Martha Johnson, Board Member

Opening

Mr. Adams opened the business part of the meeting at 1530 with prayer.

Guest Introductions

Tim Trowbridge and Carolyn Gibson were introduced.

PPFH Dashboard Campaign Kickoff

Mr. Trowbridge and Ms. Gibson explained the overall concept of the dashboard and specifics are discussed as follows:

- Each committee or department will formulate their own digital dashboard comprised of data points representing the activities, progress, goals, and other measures of the respective committee or department
- Each of these dashboards will then be combined into one streamlined and tailored dashboard, the presentation of which will be incorporated into the monthly Board of Director (BOD) Meetings
- PPHFH expects to have the BOD dashboard ready to present at the beginning of the next fiscal year (July 2020)
- Benchmarks from HFHI are available for comparison depending on the measurable
- The need for BOD touchpoints in relation to Development to be a factor of the dashboard
- The need for a possible separate dashboard for the BOD's measurables
- Feedback should be filtered through Iain who will pass it along to Mr. Trowbridge or Ms. Gibson

Review of the Minutes

The minutes from the September 11, 2019 committee meeting were reviewed and approved.

FY20 1st Quarter Results

Corporation and individual giving are both below projected budgets and items discussed are as follows:

- Individuals budget:
 - The Back to School Appeal campaign is very behind our projected goal of \$16,000
 - The absence of the perforated slip at the bottom of the letter, the timing of the letter in mailboxes, the new tax law being enacted, and the confusion of year end giving were all discussed as possible reasons for results to date
 - Donors that gave in 2018, but haven't yet in 2019 will be targeted for our Year End campaigns
 - We're developing tailored communications to donors to re-engage and better retain donors including:
 - Welcome packets for first-time donors and gift society donors
 - We're changing our gift society, Partners for Sustainability, to the title of Hope Builders
- Corporations budget:
 - Real Estate build needs more donor cultivation

2019 Campaign Update

Back to School Appeal:

- 2018 campaign total: \$10,951
 - Donations date between: 10/16/18 – 12/17/18
- 2019 projection: \$16,000

- 2019 actual to date: \$1,292
- Date mailed: 09/05/19
- The appeal letter content/story was possibly not as compelling as last year's content/story
 - 2019 focus was Danyale becoming a homeowner, pursuing her degree with CTU, how education affects a child's development, and how donations could help provide homes for families like Danyale's
 - 2018 focus was on a single dad and his son and how donations could help them finish their home
 - It was proposed that we ask donors their opinion of the content
- The reporting parameter cutoff was decided to be when the Year End Appeal letter is mailed out
- Initiatives from 2020 Back to School Appeal campaign:
 - Asking principles to have a display at their schools or their back to school meetings
 - Asking principles to add "Contribute to PPHFH's Back to School Appeal" on their school supply lists

Gingerbread Home Build

- Homeowner Services send out invitations to homeowners on 10/18/19
 - One family has RSVP'd to date
 - Follow up email invitations will be sent as well
- Sponsors secured to date:
 - Cailber Home Loans – Title Sponsor at \$1,600
 - Berkshire Hathaway HomeServices, Rocky Mountain REALTORS® - Building Sponsor at \$160
 - Front Range Commercial® - Building Sponsor at \$160
 - Brent Mahagan with Pink Realty® - Building Sponsor at \$160
- A push for the sponsors to encourage customers, clients, and their audiences to vote for their gingerbread home
- May need to have a separate meeting in January or February to debrief the event results

Giving Tuesday:

- Plans were discussed for meeting the \$3,500 matching donation from Ent Credit Union
 - Social media campaign to include live and pre-recorded video, website popups will be enabled, and email solicitations will be sent out
 - November 18th will begin messaging for Giving Tuesday

Year End Campaigns in General:

- Schools were confirmed as prospects for all campaigns, where applicable
 - Spirit week is a good tool to use in engaging students

Other Business

ReFund Colorado:

- The public is able to write in Pikes Peak Habitat for Humanity and their associated identifier number in order to donate all or a portion of their state tax refund
- We'll start advertising how to utilize this donation method after the communications of the Year End campaigns

Campaign "competition" prospects were discussed:

- Insurance companies or financial advisors

Adjournment at 1651 with a closing prayer led by Mr. Smith.

Date of next meeting: Wednesday, November 13th at PPHFH Business Office from 1530 to 1630.