

Development Committee Minutes  
September 11, 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*

**Excused Absence**

Martha Johnson, Board Member

**Opening**

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

**Review of Minutes**

The minutes from the August 14th, 2019 committee meeting were reviewed and approved.

**2019 Campaign Update**

Mrs. Bunch gave an update on the upcoming campaigns. Items discussed were as follows:

- Back to School Appeal
  - Mailed on Thursday, web page is live, and we'll be tracking the campaign returns.
  - 2018 campaign total: \$10,895
  - 2019 projection: \$16,000
    - Expected to increase because the appeal is going out earlier in the year, increased brand association, and social media pushes
- Gingerbread Home Build
  - Overview document was distributed and specific points were reviewed:
    - 15 gingerbread homes will be built with the goal of at least 10 gingerbread homes sponsored.
    - Companies will be asked to encourage customers, clients, and their audiences to vote for their gingerbread home
    - Prizes for winners were discussed
    - Mr. Smith offered to speak about the event at his weekly networking meeting in hopes to solicit company sponsors
    - Ms. Schaefer and Mr. Adams offered to help solicit sponsors as well.
    - Mr. Probert encouraged all committee members to help socialize with the companies, day-of the event, December 3<sup>rd</sup>, 5:30-7:00pm
    - The proceeds from the event will support our Veteran Home Build and the family will be invited to attend the event as well
- Giving Tuesday
  - \$3,500 matching donation from Ent Credit Union
    - The need to meet this match was expressed
  - 2018 campaign total: \$2,044
  - 2019 projection: \$6,000
- Colorado Gives Day
  - \$2,500 matching donation from ANB Bank is expected, but not confirmed.
  - 2018 campaign total: \$16,400
  - 2019 projection: \$20,000
  - Confirmed to co-host event at CityROCK and Ute & Yeti and 10% of the proceeds from both entities will benefit PPHFH
  - Donors can pre-schedule their donations for this campaign through the Colorado Gives Day website.
  - We'll be ordering the "I Gave" badges and asking Board and Committee Members to take selfies with the badges
  - Mr. Smith suggested a climbing competition element for our event with CityROCK. Mrs. Bunch will discuss the possibility with CityROCK

- Year End Appeal Letter
  - 2018 campaign total: \$31,492
  - 2019 projection: \$45,000
  - We're working with Homeowner Services on selecting a homeowner story for the Year End Appeal letter
- 12 Days of Christmas
  - Website and social media campaign, beginning on December 25<sup>th</sup> and ending on January 6<sup>th</sup>
  - 2018 campaign total: \$1,450
  - 2019 projection: \$3,000
- 2018 year-end campaign total: \$62,296 from 234 donors
- 2019 year-end campaign total: projection: \$90,000 and increased number of donors

#### **Other Business**

##### DRS Position

- We haven't received any applications and need help getting the word out
- Mr. Smith offered to send the position to the BOD and encourage them to spread the word

##### Veteran Home Build

- Mr. Probert discussed the need to push the build and explained that we've implemented Veteran Home Build days every month, similar to the quarterly Women Build days, and hope to increase volunteers and donors for the build
- Additional efforts/events for the Veteran Home Build:
- PPHFH will have a float in the Veterans Day Parade
- Off the Clock event with Peaks N Pines in Fountain to coincide with the Veteran Build Day on October 19<sup>th</sup>

##### Other Off the Clock Event Opportunity

- Mr. Smith asked if we have solicited Crave Burger to be featured as the nonprofit burger of the month
  - Mrs. Bunch will reach out to them
- Mr. Probert discussed our new relationship with Lazy Dog Lazy Dog Restaurant & Bar
  - We'll be receiving donations from their 3-day soft opening (minimum donation of \$10 per guest)
- Ms. Schaefer asked if we've solicited coffee shops and it was agreed that we should

Upcoming events will be added to all Development Committee Meeting agendas and Mr. Adams suggested adding bullet points to the agenda to expedite discussions.

**Adjournment at 1645 with a closing prayer led by Mrs. Bunch.**

**Date of next meeting:** Wednesday, October 23<sup>rd</sup>, 2019 at PPHFH Business Office from 1530 to 1630.