

Development Committee Minutes
December 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
Peter Hiltz, Board Member

Opening

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

Review of the Minutes

Due to the absence of committee members, the November meeting morphed into a Gingerbread Home Build discussion between Sam, Sarah, and Iain.

The Board Portal section of the October Meeting's Minutes was discussed:

- Specific Board Portal metrics to consider:
 - Number of introductions and how many board members provided them
 - Promotion of the building sponsorships/network communications advocating for PPHFH

Corporate Budget regarding the Real Estate Build needing more cultivation was discussed:

- Crowdfunding was mentioned as an avenue for donor growth
- Fundraising packets/tools would need to be created and solicited
- Women Build was mentioned as a possible trial for crowdfunding efforts
- PPHFH will no longer be the recipient of the PPAR Gala after three years of receiving the proceeds from this event.
- More events/competitions were mentioned as possibilities for donor growth among realtors
 - Asking for feedback or ideas from local real estate industry professionals may help generate ideas for initiatives

2019 Campaign Update

Back to School Appeal:

- Mrs. Bunch will report on the final total next meeting

Giving Tuesday:

Campaign total: \$7,485, 149.7% of \$5,000 Goal

- Individuals: \$3,985
- Ent Credit Union matching donation: \$3,500

Colorado Gives Day:

Campaign total thus far: \$9,121.09

- Campaign final total will be reported at the next meeting
- The original total listed for Colorado Gives Day 2018 was \$16,414.76, but after review (pulling the report in Bloomerang and excluding hard credits, which are third-party donations that were counted twice) the total was \$10,979.00
 - Mrs. Bunch will continue to work with Accounting and Laura Williams-Parrish to determine if there are missing factors to the report and will report a final comparison at the next meeting
- The confusing nature of Giving Tuesday and Colorado Gives Day occurring within the same week was discussed as a confusing factor in soliciting donations
 - Ideas on how best to differentiate the campaigns should be considered for 2020
- The media came out to CityROCK for an interview with the general manager, Heather Robinson, about the campaign and their support of PPHFH

Gingerbread Home Build:

- Event Voting Competition total raised to date: \$3,181.00
- Event Voting Competition goal: \$1,600
- 1st Place: Pikes Peak Habitat Volunteer Home, 2nd Place: The Church of Jesus Christ of Latter-day Saints Home, 3rd Place: Tye Tutt Home
- A “voting competition halfway point” email to all sponsors will be sent on December 12th giving sponsors their current total raised in donation votes and encouraging sponsors to solicit donation votes among their audiences
- The media came out to the ReStore for an interview with Mr. Probert about the event and our current campaigns
- A press release could be sent out announcing the winners of the competition
- Encouraging sponsors to self-host events to promote donations in advance of the event could generate more donations

Year End Appeal Letter:

- Mailed out 12/06/2019 to over 1,400 constituents
- The format was discussed:
 - This year, the development team heavily researched and developed the format
 - On the house graphic with item cost listings, a lower price point item might be impactful

12 Days of Christmas: 12/25/19 – 1/05/19

- Website, email, and social media content to be scheduled

FY20 October Fund Development Results

Budget concerns are the comparisons of the Amount Raised To Date and the Projected Raised To Date for both Individuals and Corporate

- Individuals:
 - \$4,000 behind, but will hopefully course-correct after the end of the year and as a result of all our recent campaigns, including the recent newsletter
- Corporate:
 - Concerns are high for lack of corporate giving in comparison to the projected budget
 - \$37,000 behind with the Real Estate Build accounting for the majority of that
 - Gingerbread Home Build will not be able to cover the difference
 - The Development Team being short an employee with the absence of a Donor Relations Specialist since August 2019 was a noted factor
- Religious Institutions and Community Groups budgets are on target
- Grants is slightly behind budget but is expected to correct

2020 Thrivent Faith Build

- The Development Team and Mr. Adams attended a kickoff meeting for the 2020 Thrivent Faith Build
 - Thrivent Financial’s enthusiasm for the partnership, which is used as a comparison for other Thrivent/Habitat builds across the country, was discussed
 - The 2019 Thrivent Faith Build Home Dedication Ceremony will take place on December 14th
 - The Children’s Chorale will be performing

Other Business

Chuck Smith and Martha Johnson are members of both the PPHFH Governance Committee and the PPHFH Development Committee. Both committees meet on the same day, which can cause difficulties in the members’ abilities to attend both meetings.

- Chuck proposed to the PPHFH Governance Committee that they move their committee meeting date

There are five gingerbread home kits (bought in case of breakages) leftover from the Gingerbread Home Build event and ideas are needed for how to make use of them.

- Ideas discussed were:
 - Send the kits to companies who have donated to PPHFH recently, but did not participate in the event
 - Send the kits to prospective corporate donors as a soft invitation to participate in next year’s event
 - i.e. local builders or other construction industry professionals

Adjournment at 1634 with a closing prayer led by Mrs. Bunch.

Date of next meeting: Wednesday, January 8th at PPHFH Business Office from 1530 to 1630.