

Development Committee Minutes  
February 12, 2020 1500 - 1630  
PPFH Conference Room

**Committee Members**

Sam Adams, *Chair*  
Brittany Schaefer, Member

Chuck Smith, Board Member  
Martha Johnson, Board Member  
Peter Hilts, Board Member

**Guests/Staff**

Iain Probert, *Director of Development*  
Sarah Bunch, *Donor Relations Manager*  
Demie Fultz, *Donor Relations Specialist*

**Excused Absence**

**Opening**

Mr. Adams opened the business part of the meeting at 1500 with prayer.

**Gingerbread Home Build Event Debrief**

- Financial Results:
  - Sponsorships: \$4,083.66
  - Fundraising/Voting: \$9,053.60
  - Costs: \$1,553.68
  - Net Proceeds: \$11,583.58
- Other Successes:
  - Cohesion among staff and departments
  - 1 known customer referral shopping at ReStore
  - 26 new donors – significant number
  - All except for 1 had not received communication from us before
  - Recurring donation generated from event of \$25 per month
  - Significant donation made to other campaign
  - Homeowner feedback- enjoyed being involved in the event
  - Competitive energy
  - Other campaigns were successful along with this event (Giving Tuesday for ex.)
- Considerations:
  - If people gave money through the event – would they have given that money anyway?
    - 3,550 received from first-time donors
    - \$13,137.26 raised from event
  - Noted that individual sponsors raised more money compared to corporate sponsors
    - Essential piece of new donor acquisition is the sponsorship champions, sponsors really pushing this campaign
  - Development Staff time demands Q4/Year End
    - Process intensive, not many of these processes can be shortened for next year
    - Fully staffed team is a factor
    - Not any other fundraising events going on in December across El Paso County
- Ideas for Growth
  - Online real time fundraising tracking – contestants and supporters knowing where they stand
    - Each sponsor could have their own goal or a blanket goal across the board
    - Fee is better than current processing fee for online donations
    - This would not account for cash raised-but could possibly add this to the description
  - Option to increase your decorating supplies with a higher sponsorship donation
    - Need to be aware of implications to competition result of children winning a prize

- Social Media/Marketing Toolkit for Sponsors
  - Toolkit was sent by email, received feedback that it was not opened
  - May need to do a training on the toolkit (in person or on the phone)
  - Make the connection between what they are helping to achieve- what does money raised build on a home?
  - It would be likely needed to have follow up phone calls checking in about the marketing
- Having multiple results of competition is confusing
  - Child wins a prize and funds go towards Veteran Home Build
  - Idea of helping a Habitat child pay it forward by helping a Veteran Home Build
  - Have a connecting story
- Connections to Schools
  - Involve high school student councils and/or national honor societies for sponsorship
  - Probably want to approach in August gearing up for the new school year
  - Students would be present at the event, but also behind the scenes doing fundraisers and in-school communications to increase donations
  - Could possibly have friendly rivalry between schools/districts
- Engaging the Media
  - We received news coverage in 2019 because of Giving Tuesday
  - To replicate this, would it be possible to recommend the media to sponsor a house?
- Committee Designated to this Event Only
  - Create a working committee focused on managing this event
  - Committee could handle phone calls to sponsors regarding toolkit
- Event Recommendation for 2020
  - Committee has recommended to have this event on the schedule for 2020
  - Staff currently anonymously voting their input
  - Board/Staff leadership talking about the need for our affiliate to have a signature fundraising event
  - This signature fundraising event could possibly be the Gingerbread Home Build event

### **2019 EOY Campaign Update Results**

#### Back to School Appeal:

- Campaign Total: \$2,507
- Projection: \$13,000

#### Giving Tuesday:

- Campaign total: \$8,485.00

#### Colorado Gives Day:

- 2019 Campaign Total: \$11,944.03

#### Year End Comparisons:

- Campaign Total 2019: \$149,261.45
- Campaign Total 2018: \$120,652.91

#### 12 Days of Christmas:

- \$4,021.17
- Construction team had all of their wish list items purchased

#### Reporting for Year End Campaigns:

- For next meeting, we will review a comparison of the total raised for the period of Thanksgiving – December 31<sup>st</sup> for 2018 and 2019

### **Review of the Minutes**

Review comments and approve minutes of last meeting distributed through email. Please take a look and send comments to Sarah and cc Demie.

**Other Business**

Fuzzy's Taco Shop Brownie Fundraiser Tuesday February 18<sup>th</sup> from 5-7 PM at the Chestnut location.

**Closing**

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

**Date of next meeting:**

Wednesday, March 11<sup>th</sup> at PPHFH Business Office from 1530 to 1630

DRAFT