­­­Development Committee Minutes

February 9th, 2022 1530 – 1630

Via Zoom Conference

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| **Committee Members** | **Guests/Staff** |
| Brittany Faber, Committee Member | Emma Price, *Donor Relations Specialist* |
| Martha Johnson, Board Member Paul Hasty, Committee Member  Sam Adams, Committee Chair | Iain Probert, *Director of Strategic Partnerships*, Lead Staff Advisor  Karla Probert*, Executive Assistant to the ED/CEO*  Sarah Bunch, *Donor Relations Manager,* Staff Advisor |
| **Unexcused Absences** |
| Chuck Smith, Board Member |
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**Opening**

Sam opened the meeting at 1532 with prayer.

**Review of Minutes**

January minutes were approved.

**FY22 Contributions: January and FY22 to date (Iain)**

Dashboard Financial overview provided before meeting and shared on screen during meeting

* Individual giving 12% above budget for the month of January
* Grants performing 90% above budget for the month of January
* Individual giving 18% above budget for FY22 YTD
* Corporate giving 17% under budget for FY22 YTD
  + Iain noted that there is $10,000 that should be coming in soon
* Grants performing 20% under budget for FY22 YTD
  + $100,000 El Pomar grant is not reflected on the dashboard; has been given directly to RSNE mortgage

**Annual Board of Directors (and Development Committee) Thank-A-Thon**

* March 14th-28th
* Overview of event (Sarah)
  + Development Committee being asked to participate in the Board Thank-a-Thon this year
  + 2-week period where board members and Dev. Committee members will be given a list of ~12 donors to call and thank for their donation to PPHFH
  + This is not intended to be an additional ask; strictly thanking
  + Board/Committee members will be provided with a script as well as additional information about the donor so that they are prepared for all calls
  + Board/Committee members are asked to take short notes on the call and share them with the staff
* Sam shared about his positive experience with the thank-a-thon in the past. Quick, easy, and encouraging.
* Development Committee members agreed to participate
* Brittany volunteered to make additional calls if needed

**Earth Day Corporate Sponsorship (Iain)**

Document provided before meeting and shared on screen during meeting

* Friday, April 22nd
* Iain gave a history of how PPHFH has participated in Earth Day in the past
  + 2020 PPHFH launched an Earth Day initiative in association with the ReStore (was only 1 ReStore at this time)
  + Obtained a sponsor and made a push to get as many donations as possible at the ReStore
  + 2 weeks after this push the ReStore did see a major increase in donations
  + The company that sponsored us in 2020 got bought out, so we got a different sponsor in 2021 that unfortunately pulled out of their sponsorship at the last minute.
* We are now looking for a $2,500 sponsor for Earth Day 2022
  + We would promote the company’s name throughout the 10-day social media push as well as any other marketing push
  + The corporate sponsor doesn’t need to have a tie to investing in our planet. They could see it as an opportunity to show the community and their employees that it is something they care about.
* This years Earth Day theme is “Invest in our Planet”
* Committee was asked to think about companies that could potentially be the corporate sponsor
  + Iain has asked that committee members reach out to Iain to initiate conversation with companies to ensure consisted messaging and it provides the chance to build on existing relationships.
* Iain suggested a car dealership; potentially Maroone Honda
  + Paul offered to accompany Iain to Maroone Honda to potentially talk about sponsorship
* Sam suggested reaching out to coffee shops-specifically Ziggi’s on Briargate and Chapel Hills
* Brittany suggested garden centers or landscaping companies- specifically Phelans Garden Center
* Sponsor to be secured by April 1, 2022

**Habitat on the Hill (Karla)**

* Karla gave a brief overview of Habitat on the Hill
  + HFHI arranges with the congressional staffers 3 days to discuss housing affordability. 2 days of education and 1 day of presentations from representatives from each state pushing for policy changes
* This year’s push is for the Community Restoration and Revitalization Fund (CRRF), for the FY22 budget to go through so funds can be accessed, and for modest increases in home, shop, and USDA 502 programs, which is specific to rural communities.
* Twitter account specific to PPHFH advocacy @pphfh\_a
* Sarah shared that our Cost of Home page on our website also provides information on advocacy

**FY23 Income Plan (Iain)**

* 2022 EOY Giving Campaign
  + Labor Day (2022)- MLK (2023) moratorium on activities and events except:
    - 2022 EOY Giving Campaign
      * Fall Appeal
      * Gingerbread home build
      * Giving Tuesday
      * Colorado gives day
      * Year end appeal
      * 12 days of Christmas
    - Moroone Auto Show (Veteran Build support (Sept.)
    - \*FY22 YIR publication and rollout campaign\* (Sept.)
    - \*Donor Appreciation Event\* [DAE] (Sept.)
      * Sets us up well for the EOY Campaign with our donors and provides an avenue to present our FY22 YIR
    - AFP SoCo Annual Summit (dev comm and staff team training – Fri. 23rd, Sept.)
    - \*World Habitat Day\* (Oct. 3rd)
    - CFC Events/Fairs (Sept. – Nov.)
    - Faith Lay Ministry Fairs (Sept. – Dec.)
    - \*Annual Downtown Veterans Day Parade – will only be possible for PPHFH to enter a float if volunteer run – no less than a 85/15 % split (volunteer/staff) assignment of duties and responsibilities (Nov. 5th)\*
    - Any advocacy/ground blessing/home dedications/ReStore activities and events that require support (fundraising/marcom/event management)
  + \* = requires sponsorship\*
* Iain brought attention to the fact that the staff was spread too thin during the 2021 EOY Campaign, potentially limiting the amount of donations that came in.
* By limiting the activities and events between Labor Day and MLK we hope to put all effort into the 2022 EOY Campaign, which will in turn, hopefully, increase donations.

**Other business**

* Iain mentioned the Home is the Key Pinup campaign which will take place at the ReStores in April

**Closing**

Paul closed the meeting in prayer at 1634

**Date of next meeting:**

Wednesday, March 9th - 1530 to 1630 via Zoom with key topic being Development Committee member recruitment