­­­Development Committee Minutes

April 13th, 2022 1530 – 1630

Via Zoom Conference

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

Sam opened the meeting at 1534 with prayer.

**Review of Minutes**

Iain made changes to the March minutes regarding the March dashboard. These changes were approved by the committee.

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

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

* Iain drew attention to the fact that some of these number get adjusted after the Dev. Com. Meeting because the money distribution has not been finalized by accounting yet. The amount that comes in the door stays the same but might get reallocated to a different line on the dashboard
* Individual giving 210% over budget for the month of March and 28% over budget of YTD
* Corporate giving 188% over budget for the month of March and -5% under budget for YTD
* Grants 4239% over budget for the month of March and -.08% under budget for YTD
* We are 8% over total budget for YTD going into Q4

**Home is the Key April brand-building marketing campaign (Emma)**

* Emma provided a brief overview of the campaign and provided an update on where we stand roughly halfway through this campaign
  + This campaign has brought in $300 so far and Jeff has requested more pin-ups which is a great sign that people are donating

**Earth Day (Friday, April 22nd) Corporate Sponsorship (Emma)**

* Emma shared the Earth Day banner designs on the screen with everyone. We have ordered two of these; one to go outside of each ReStore
* Emma also shared the social media graphics and captions on screen for the committee to see. There are 8 posts being posted between April 14th-April 25th
* Sam asked about an opportunity to edit our ReStore radio ads to include Earth Day
  + Iain shared that our radio ads are set in stone 6-8 weeks before broadcast so we couldn’t have edited them this year given the timeline of securing Keysight as the sponsor
  + Could be an option in coming years if we can secure a sponsorship earlier

**FY23 Fund Development Plan (Iain)**

Document provided before meeting and shared on screen during meeting

* Iain reminded the committee that this development plan will not be finalized until it goes through the Finance Committee and then ratified by the Board in June.
* Iain drew attention to the creation of the Communications Manager position. This is a new position to PPHFH that will report directly to Laura. We are actively recruiting for this position
* Iain announced Laura’s promotion. Her new title is Assistant Director of Strategic Partnerships
* Iain explained the individual development plan as well as the corporate development plan
  + Iain asked the committee to begin thinking of potential sponsors for all of the sponsorship opportunities listed on the development plan
* Iain highlighted our global village efforts for this coming fiscal year. Through a corporate sponsor, we are hoping to be able to provide scholarships for individuals wishing to participate in a global village trip
  + Sam asked a ballpark idea of cost for a global village trip
  + In 2020, the cost of 6-day trip was $1,200 plus the individual would have to pay for their own airfare
* Iain reminded the committee that even though there is less money brought in through corporate sponsorship, it is still very important because we are getting our messaging and mission out to companies’ employees that may have never heard of us before.
* Karla is going to share this plan with the Executive Committee with the hopes that they might be able to recommend sponsors

**Other business**

* Iain announced that Chuck Smith will be chairing the planned giving subcommittee beginning in July 2022
  + Asked the committee to think about potential candidates for the planned giving subcommittee
  + Sarah Bunch will be the direct staff advisor of the planned giving subcommittee
* Karla shared that HFHC would like us to start using workforce housing rather than low-income housing. This speaks more accurately to the families we are serving. Studies have also shown that people tend to give more if we use the term workforce housing vs low-income housing.

**Closing**

Paul closed the meeting in prayer at 1631

**Date of next meeting:**

Wednesday, May 11th - 1530 to 1630 via Zoom with key topic being Corporate Target List