

Development Committee Minutes
June 8th, 2022 1530 – 1630
Via Zoom Conference

Committee Members

Brittany Faber, Committee Member
Martha Johnson, Board Member
Paul Hasty, Committee Member
Sam Adams, Committee Chair

Guests/Staff

Emma Price, *Donor Relations Specialist*
Iain Probert, *Director of Strategic Partnerships*, Lead Staff Advisor
Karla Probert, *Executive Assistant to the ED/CEO*
Sarah Bunch, *Donor Relations Manager*

Excused Absences

Chuck Smith, Board Member

Opening

Sam opened the meeting at 1532 with prayer.

Review of Minutes

May minutes were approved by the committee.

FY22 Contributions: May and FY22 to date (Iain)

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

- Individual giving 87% over budget for the month of May and 23% over budget of YTD
- Corporate giving 10% under budget for the month of May and 4% over budget for YTD
- Grants 3880% over budget for the month of May and 13.3% over budget for YTD
- We are 13% over total budget for YTD
- Paul asked how we got 3,880% over budget on the grants line
 - Iain let the committee know that the grants line is made up of \$1,250 from the Capacity Building Grant as well as \$10,000 from the Home Depot Foundation, and \$40,000 from FHLB. There was a \$1,500 processing fee taken out of the \$40,000 grant. This funding hit the banks account on a different month than anticipated, which is the reason for the large variance.
- Iain let the committee know that the Board approved the FY23 budget. FY23 begins July 1st
- Iain informed the committee that he does not foresee the Religious/Community line correcting itself.
 - Chloe will get the chance to begin fundraising on July 1st

La Rosa Fundraiser (Emma)

- La Rosa Fundraiser that was scheduled for June 12th has been postponed to sometime in August due to a lack of RSVPs.
- Committee has been asked to get the word out and let people know about this fundraiser.
- The meal will include five courses, with a tequila paired with each course.
 - \$75 per person
 - 4:30-6:30 PM (date coming soon)

The Ridge at Sand Creek Community Celebration (Iain)

- Invite only
- Catering for 75 people including staff members
- June 17th 11:45-1 PM
- The bench is engraved and ready to be unveiled
- This event is to thank LeRoy Landhuis and Love In Action for the largest donation this affiliate has ever seen – \$1.75 million worth of land, and also to demonstrate to others that Habitat housing can coexist in mixed neighborhoods
- Invitation has gone out to builders, land developers, politicians, mayoral candidates, etc.

Donor Appreciation (Sarah)

Sarah gave a synopsis of how we currently thank our donors

- Donors receive an immediate thank you after a donation on the website and via email

- Social media
- Enews
- website
- Thank you letters/cards from C.E.O./Board
- Donor Thank-A-Thon
- Print newsletter
- Targeted thank you gifts
 - Calendars etc.,
- Build Banners
- Home dedication posters
- Donor Appreciation Event (DAE)
 - Last held May 2019
 - Next event September 21st, 2022 (Wednesday)
 - Who gets an invitation?
 - In 2019 a cumulative donation amount of \$500 resulted in an invitation
 - This year we would like to keep the threshold at \$500 again
 - Hope builders will get an invitation
 - Board and development committee will be invited
 - Will be advocates for us during the event and speak to donors
 - Paul asked how many guests we will be expecting
 - Aiming for 100 guests
 - Paul asked if we plan on calling some of the top donors to personally invite them over the phone
 - Sarah said we do plan on calling certain donors. More details to come on this.
 - Iain highlighted that we will be unveiling the FY22 Year in Review during this event
 - Sam suggested providing some instruction to board members on how to conduct the conversations they might have with donors. The board did this prior to the DAE in 2019 and found it helpful.
 - Paul volunteered to lead this exercise among board members at the August board meeting.
 - Karla reminded everyone that this suggestion must go through the executive committee first before it can be added to the agenda for the board meeting. Karla will add it to the agenda for Ex Com so that it can get approved for the August board meeting
 - Iain let the committee know that roughly a week before the DAE we will send some bullet points directly from the year in review that the board/committee can use as talking points with donors throughout the event. This information will not be ready in time for the August board meeting, but we will make sure to get it out before the event.
 - Karla explained that the board will now meet six times a year, every other month. This is to allow board members to focus more in committees

Sponsorships (corporate) needs (Iain)

Document provided before meeting and shared on screen during meeting

- Iain updated the committee on where we stand on corporate sponsorships
 - Already behind on securing certain September sponsorships
 - Brittany asked if we have heard anything from AZ Real Estate or Touch Math in relation to adopt-a-day interest
 - Iain has not heard from these companies. Brittany will follow up
 - Martha asked if Iain has a list of example companies that we might be interested in for sponsorships
 - Iain will send a target list to the committee to potentially spark ideas of other corporate sponsors they might have connections with

Closing

Paul closed the meeting in prayer at 1632

Date of next meeting:

Wednesday, July 13th - 1530 to 1630 via Zoom with key topic being "The Year Ahead!"