

DEVELOPMENT COMMITTEE

Meeting Agenda



DELAWARE CENTER FOR THE
INLAND BAYS
Research. Educate. Restore.

DATE & TIME: Thurs., Nov. 21, 2024 at 3pm

LOCATION: *Center for the Inland Bays,
39375 Inlet Rd
Rehoboth Beach, DE 19971*

Remote: Use google calendar link

Meeting called by: Jerry Esposito, Chair

Attendees: Mark C., Richard M., Marina F., Christophe T., Dave K., Aimee I., Jerry E., Ken S., Patti D., Pat C., Nicole A.

AGENDA ITEMS

Call to Order

Meeting called to order at 3:00 pm

Meeting Agenda Review

Agenda was reviewed, no changes were made

Approval of Previous Meeting's Minutes

No changes made to minutes

New Business

Oct. Development Report

M. Carter

Mark ran through the October dev report, nothing Horseshoe Crab Hustle, \$5,000 contribution from Horizon Farm Credit for JF and The Dempseys donated again \$1,000. Giving Tuesday coming up on Dec. 3. Rise Up event from 6 am - noon, folks will get a bandana from \$10 and up donation.

Development Progress Update

M. Carter / M. Feeser

Mark gave a "how it going" development update with fundraising totals, Deeked Out breakdown, and an 2025 events calendar and membership brainstorm.

- Donor snapshot FY 22: \$261,763 with 633 donors (\$100,000 was from US Wind however); FY 23: \$253,167 with 652 donors; FY 24: \$236,582 with 544 donors
- Sponsorship: FY 22: \$35k / FY23: \$114k / FY24: \$111k
- Total combined: FY22: \$197k / FY23: 357k // FY24: \$347k
- Donors who have given cumulatively \$5-9k: 19 donors / \$10-19,999: 13 donors / \$20k and up: 7 donors
- 1 watershed society member (\$50k)
- Fundraising opportunities:

Statement of Purpose: The Development Committee of the Delaware Center for the Inland Bays is a network of Board members, loyal donors, business and community leaders working to achieve the philanthropic goals of the Center through a collaborative effort with the Board and the Center's staff.

The Delaware Center for the Inland Bays mission is to preserve, protect and restore Delaware's Inland Bays and their watershed.

- DCYS program will likely transition to Dev team (starting Dec/Jan)
- Opportunity to use JF as venue / paid or sponsored programming
- Merch overhaul (e-commerce for website)
- Targeted mailings (watershed society, planned giving, membership drives)
- Grants - we should hear back from several family foundations in early December
- CRM update - we're getting a new CRM (WOO HOO!) that will make reporting much more efficient, seamless, and save Marina's sanity. Old CRM was Bloomerang, new CRM is Virtuous. Training in Dec/Jan, full transition March
- new position - Dev Specialist (to take over CRM/reporting); Marina to transition to branding & marketing & events
- Decked Out snapshot: revenue '22: \$38k / '23: \$27k / '24: \$10k
 - ticket sales decline, sponsorships held steady, expenses for venue dramatically increased (Dewey Hyatt vs. BCBC), auctions declined (antiquated fundraising technique)
 - input: staff had to work at BCBC, staff did not "work" at Hyatt, the date was too early for folks this year, parking costs, increased costs for catering (supply), auction is outdated, venues are limited in area for # of people and still having a water view.
 - auctions - Dave noted that the auction vibe is definitely different/not as much energy
 - do we lower ticket costs to encourage more participation?
 - Decked Out Date - Sept. 18, 2025
 - classroom can hold 70 students, will use deck outside, large outdoor tent
 - Question from Pat: will it be advertised as a fundraiser? as THE fundraiser for the Center? If not, what becomes the fundraiser for the Center? The Fundraiser does not have to be the Decked Out party, it can be something else. Online auction element could be successful. BCBC was in 1 room, Hyatt has 3 separate rooms so not necessarily a captive audience. Paddle raises have been successful, live art auctions. Could explore venues outside of the watershed or immediate area (like Selbyville, western shore), would folks drive to it? Need to look outside of the Dewey area because the venue is too expensive. Aimee brought up the 25th anniversary gala - different model because it was a sit-down dinner, but you could also buy a table. It is a very captive audience. Patti mentioned other orgs have seen success with auctions, paddle raises have been successful also, challenge grants, raffle with travel agency for a trip (do have to pay travel agent a flat fee).
 - Any other ideas - send to Mark or Marina

Center "Membership" Discussion

M. Carter

Currently no incentive to give the same amount (or more) every year. Can foster the next generation of donors with smaller giving levels. Create goals of how many donors we want at each level.

- Potential benefits: invite to annual meeting (@ JF) and combine with volunteer awards, merch discount, annual sticker, Breakfast or similar event at JF

- Want to target roll out as July 2025 - make it a yearly membership start/end date that is the same for everyone
- emphasize the need this is to help out with our operating costs, this is separate from annual appeal, events, etc.
- need to consult/update bylaws
- this would be for individuals not businesses
- Thoughts from group: Patti looked at bylaws - doesn't say anywhere that you cannot do a membership, certificate of incorporation delegates decision to bylaws, board of directors are the only ones that vote on things, can't use "member", use a different word. Need to distinguish between membership and other fundraiser campaigns (like annual appeal). What are the levels? What are the benefits of each level? What is the motivation to give at a higher level? The data is going to be critical for donor relations/retention. Advertise at the JF for a membership, annual meeting paired with hike is an enticing draw for people
- followup question for Mark/Marina to answer: what's the target #/goal for membership?

2025 Draft Events Calendar

M. Carter / M. Feeser

Mark shared a 2025 draft event calendar for our plans for this coming year vs. last year revenue. Made the point of that we don't have to put all our eggs in one basket, multiple revenue streams makes things exciting and pulls in money. Last year we made \$86k in these miscellaneous events. For 2025: hopeful for \$121k. Ken mentioned liking all of these smaller events, esp. Dar Williams concert

Review 2025 DevCom Mtg Schedule

M. Carter

Do we reduce # of meetings to quarterly or bi-monthly? Do we have task teams for individual events/programs (like a Decked Out Committee, etc). Does the day of the week work? Time? Bi monthly seems to be the consensus - Feb / Apr / June / Aug* / Oct / Dec* *-potential to skip. Keep on Thursday at 4 pm. Will still send out monthly updates.

Action item for Marina/Mark Create Google Drive folder for Dev Committee

NEXT MEETING:

To Be Determined at Meeting

Proposed for Thursday, Feb. 13th, 2025 / 4:00 pm

Adjourn

Meeting was adjourned at 4:15 pm