

DEVELOPMENT COMMITTEE

Meeting Minutes



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

DATE & TIME: Thursday, December 10, 2020

LOCATION: *Remote via Zoom:*

<https://us02web.zoom.us/j/87842184941>

Dial-in: 301-715-8592 *Meeting ID:* 878 4218 4941

Meeting called by: Susie Ball, Board Chair

Attendees: Chris Bason, John Grandy, Aimee Isaac, Richard Mais, Pat Ragan, Anna Short, Ken Sigvardson

AGENDA ITEMS

Call to Order 3:02pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

P. Ragan made a motion to approve. K. Sigvardson seconded. Unanimous approval.

Old Business

Annual Appeal Update

-A. Short reported that a total of 1,347 letters had been sent since November 13, which included 9 different mailing segments.

-In addition to letters sent, the Center will also utilize social media and a dedicated eBlast near the end of December to encourage year-end giving. A. Short noted that the forthcoming mailing of the Inland Bays Journal will help bolster donations because it serves as a gentle reminder to those donors who may have cast their appeal letters aside.

-To date, the appeal has raised almost \$16,000, nearly half of the campaign goal of \$32,500. K. Sigvardson inquired about this year's performance to date compared to 2019. A. Short stated she was unsure about this data but would find out and report back.

Capital Campaign Update

-A. Short reported that the Steering and Major Gifts committee has held three meetings, which covered: prospect generation, prospect assignment, and training on "making the ask." She shared that the next meeting is scheduled for Thursday, December 17, and will include progress reports from the committee on their progress toward solicitations.

-A. Short reported that the Center received \$100,000 in ORPT funding and, as a result, will receive a subsequent \$100,000 from Sussex County Council through budget appropriations in FY21 and FY22.

-A. Short reported that the next major hurdle will be planning for the launch of the public phase in Spring of 2021.

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.

MacIntyre Associates Contract Renewal

- A. Short informed the committee that the existing contract with MacIntyre is due to expire at the end of December with the expense of the final hours that remain (approx. 12 out of 215).
- A. Short reported that most deliverables identified by the original contract have been completed, with the exception of foundational grant research, writing, submission; ongoing coordination and oversight of the Steering and Major Gifts Committee; advisement and coordination of launch of the public phase. MacIntyre estimates an additional 40 hours of time (\$5600) to deliver outstanding items.
- A. Short suggested that the Development Committee vote on the Center's path forward with MacIntyre.
- S. Ball inquired about A. Short's opinion on whether she felt contract renewal would serve the Center well. She stated that it would and that guidance from Michael Graves on best practices, as well as his engagement with the committee on their role, were of greatest significance. She informed the committee that, even with the additional expenditure suggested, the total cost of MacIntyre's services falls in line with industry standards for a campaign of this size. She also suggested that the work done by MacIntyre stands to serve the Center beyond the capital campaign through relationships built with foundations and major donors.
- C. Bason echoed A. Short's sentiment and offered that 40 hours might not be enough. He suggested setting a cap of \$10,000 and utilizing MacIntyre's services up to that amount.
- S. Ball asked for a motion to approve the contract renewal. R. Mais made a motion. K. Sigvardson seconded. It was unanimously approved and the motion carried.
- S. Ball inquired about the next steps. A. Short suggested that she, C. Bason, and a representative from the Board meet with MacIntyre to discuss the committee's decision and negotiate a new contract. S. Ball agreed with the actions and suggested that Jerry Esposito should serve as the board contact because of his position as chair of the Development Committee and the capital campaign.

New Business

FY2020 Performance Measures

- A. Short provided a presentation on the Development program's performance in FY2020, which can be found in the subsequent presentation document. She identified that a focus on major gifts and improved donor retention in 2021 was of the utmost importance.
- K. Sigvardson stated he was pleasantly surprised with the performance, given the challenges the Center faced in 2020.
- R. Mais inquired about what other nonprofit organizations were reporting. A. Short stated she was unsure, but would find out and report back. C. Bason indicated that overall, nonprofits reported an increase in giving in 2020, but that this is largely true for those organizations involved with COVID-19 direct response. In a normal year, environmental organizations underperform compared to other sectors and this is likely even more true in 2020.

Thankuary

DRAFT

- A. Short shared tentative plans for the annual Thankuary campaign, a donor appreciation initiative that includes a combination of an email, survey, letter from the Board chair, social media, and phone calls to donors. She asked for the committee's input on the plan.
- S. Ball inquired about the amount of staff time required to execute the campaign. A. Short estimated 6-8 hours.
- C. Bason highlighted the phone component as the most important given that donors appreciate hearing from the Board of Directors.
- Overall, the committee found the campaign plan to be agreeable and A. Short will move forward with executing.

NEXT MEETING: THURSDAY, JANUARY 14TH AT 3PM

Adjourn

3:45pm