

DEVELOPMENT COMMITTEE

Meeting Agenda



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

DATE & TIME: Thursday, October 8, 2020 at 3pm

LOCATION: Remote via Zoom:

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

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

Meeting called by: Jerry Esposito, Committee Chair

Attendees: S. Ball, J. Grandy, A. Isaac, R. Mais, P. Ragan, A. Short, K. Sigvardson

AGENDA ITEMS

Call to Order 3:05 PM

Meeting Agenda Review

Approval of Previous Meeting's Minutes

J. Grandy made a motion. P. Ragan seconded. Unanimous approval.

Old Business

Get Out for the Bays! Wrap Up

(A. Short)

-A. Short provided a brief summary of the campaign, which raised nearly \$23,000 from 186 donors. 112 were first-time donors. A. Short asked the committee to share their experience and feedback.

-S. Ball expressed that she found the campaign to be exciting and successful overall.

-P. Ragan that access to videos of the Center at work is beneficial to campaigns like Get Out because they can be easily distributed to potential donors.

-A. Isaac thought it went well and is especially happy to have so many new supporters. However, she expressed that the lack of volunteer fundraisers is an area for improvement.

-S. Ball suggested that hosting a volunteer fundraiser meeting to orient them to the campaign, provide them with ideas, and share positive experiences might be an effective way to recruit more and ensure their success)

-A. Isaac also inquired about the possibility of using Facebook or a platform that links to Facebook on future campaigns because Givebutter may not be the ideal platform. Dennis Bartow set used Facebook to fundraise for Get Out, and J. Grandy is also familiar with their fundraising capabilities. A. Short explained that in the past, it has been difficult to capture donor information through Facebook and will look into any updates that resolve this issue. A. Isaac expressed interest in hosting the campaign again, but perhaps not every year.

-R. Mais inquired about ROI for the campaign, versus the in-person event. A. Short explained that she did not have that information prepared yet, but will by the next meeting. He stated that nothing replaces in-person in events, but that Get Out was a surprising success given the that we didnt know what to expect

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.

-J. Grandy reported that he's been in contact with the development staff at WSDL and discussed how CIB is developing collegial relationships and focusing on synergistic fundraising efforts that raise the stature of the Center. J. Grandy supports any fundraising efforts that the Center is able to effectively undertake.

-S. Ball echoed the importance of in-person fundraising, acknowledging that people look forward to certain events. S. Ball highlighted the opportunity for team fundraising through Get Out and agreed with J. Grandy, stating the Center should do as much as it possibly can, particularly when it brings the Center new donors.

Capital Campaign Update

(A. Short)

-A. Short informed members that the first meeting of the Steering and Major Gifts committed occurred on 9/23. It was well-attended and included a discussion of the project, the campaign's fundraising goals, and prospective funding sources. The next meeting will occur on 10/22.

-To date, a total of \$315,000 in grant applications has been submitted.

Fundraising Training Follow Up - Sharing Our Answers

(All)

-A. Short briefly revisited the importance of knowing the answers to these questions as members hone their cultivation skills. Members shared their answers for the benefit of the group.

Why does the Center exist?

What difference would it make if the Center went away?

Relationship Action Plan

(All)

-Members provided updates on assigned actions in the RAP.

New Business

Annual Appeal

(A. Short)

-A. Short shared the tentative timeline for the annual appeal. The target mail date is 11/13. During the week of 11/9, members are expected to pick up appeal letters that require handwritten notes from the Center office. Members will then stuff and mail those letters by 11/13.

NEXT MEETING: THURSDAY, NOVEMBER 12, 2020 AT 3PM

Adjourn

3:58 PM