

# DEVELOPMENT COMMITTEE

## Meeting Agenda



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

DATE & TIME: June 11, 2020 at 3pm

LOCATION: *Center for the Inland Bays*

*39375 Inlet Road, Rehoboth Beach, DE 19971*

*Meeting called by: Jerry Esposito, Committee Chair*

*Attendees: Susie Ball, Chris Bason, John Grandy, Aimee Isaac, Richard Mais, Pat Ragan, Anna Short, Ken Sigvardson, Bonny Anderson (MacIntyre Associates)*

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## AGENDA ITEMS

Call to Order                      3:01

Meeting Agenda Review

Approval of Previous Meeting's Minutes

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

Old Business

Spring Appeal Update -- A. Short (5 min)

-Raised to date: \$6,895 (68% of goal).

-Total donations: 46; First-time donations: 14 (\$1,200)

-Social media posts begin next week with an email to follow at the end of the month.

Capital Campaign Update -- A. Short (5 min)

-Based upon the total project cost and what's already been raised, there is \$750,000 left to raise to meet the campaign goal. Per recommendations from MacIntyre Associates (MA), we are seeking to raise \$450,000 from foundations and \$300,000 from the community.

-A. Short meeting regularly with Wright Horne, MA grant writer. Using foundations list from P. Ragan, W. Horne has pared down the prospect list to the top 25 candidates. The Center will seek funding from all.

-A. Short completing grants template with assistance from W. Horne, who will also make contact with foundations on the Center's behalf. We will begin submitting applications as soon as possible.

-Edits to the capital campaign brochure have been submitted to Joanne Shipley and will go to print before the end of the month.

-C. Bason identified the need for a campaign title. A. Short submitted suggestions:

-Wild and Free; Back to Nature; Wild Open Spaces

-S. Ball suggested incorporating "nature" into the title. The committee agreed. Suggestions to be sent to A. Short. Decision to be made next week.

*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.

#### Committee Prospect Review -- All. (20 min)

- A. Short provided updated prospect list and asked that members assign committees to any prospects that do not have one. This should be completed by Thursday, June 18. Final list will be approved by campaign working group on June 25 and distributed to the Board for their approval. All prospects will be contacted.
- B. Anderson provided clarification on changes to committee titles: "Nucleus Fund" is now "Major Gifts"; "Solicitors" are now "Campaigners".
- B. Anderson at work drafting letters for prospects.
- M. Graves is developing training materials. Trainings will occur virtually in July and August.

#### "Decked Out" Alternative -- A. Short/All (30 min)

- A. Short reviewed findings of peer-to-peer feasibility assessment.

#### Campaign Title

- The committee agreed upon the title: "Get Out! for the Bays," suggested by A. Isaac.

#### Format and Timeline

- The committee agreed to move forward with a simple activity-based format.
- K. Sigvardson expressed concerns about soliciting sponsorships due to economic impact. The opportunity to team fundraise may be appealing as an alternative.
- S. Ball suggested that Rich Garahan of La Vida Hospitality or other restaurants could be approached to host a fundraiser on the Center's behalf.
- A. Short explained that the Center should seek only general operating funds at this time, rather than making programmatic asks. A. Isaac suggested that program-specific fundraising could be revisited in the spring, based on where funds are needed most.

#### Next Steps

- A. Short identified the need to set a campaign goal and will conduct some further research to inform dollar amount. C. Bason requested that gift pyramids be developed to inform this decision.
- The committee suggested that A. Short conduct research to determine if there are other events or campaigns that could compete with Get Out!
- A. Short to compile prospect lists for individual fundraisers and business to approach for their participation. The committee will assist in conducting outreach.

#### New Business

##### Planned Giving

- J. Grandy at work developing a planned giving campaign. Expected completion soon. He will send information to A. Short and C. Bason for review when complete.

##### New Board Member Prospect

- J. Grandy in contact with Roger Craber of DonorVoice / The Agitator, who could be a good board member prospect.

DRAFT

NEXT MEETING: THURSDAY, JULY 9TH AT 3PM

Adjourn 4:05

P. Ragan made motion to adjourn. J. Grandy seconded. Unanimous approval.