

## **Fundraising Committee Report**

11/25 Meeting

### **Quick Hits**

- Continuing our weekly meeting cadence
- Had successful October fundraiser
- Engaging with outside fundraising resources to help guide us in building a more consistent fundraising culture and cadence that can withstand board turnover etc
- Beginning short, medium, and long-term work on future fundraising efforts

### **October FUNdraiser**

- The Good!
  - Sold ~700 tickets and raised ~ \$6,000
  - Positive feedback from participants
  - Built systems and processes that can be reused in the future
- The not so good!
  - Work may have outpaced funds raised - was the juice worth the squeeze? (we think yes?)
  - Struggled early with access to donation tools and social media/website
- Looking ahead
  - Built lots of things that will be plug and play to run this in the future so less work will be necessary.
  - We're interested in feedback from non fundraising board members on their experience.
  - Need for established fundraising infrastructure so that fundraising efforts can be focused and time can be more efficiently spent.
  - Need to start building a knowledge base and reference materials so future committee members don't need to start from scratch every time.

### **Outside consultation**

- We reached out within our network and have found folks who are willing to volunteer their expertise to help guide us as we begin developing our fundraising efforts further.
  - Tom Pynchon - Career fundraiser - David's Dad
    - Will help with timeline and big picture planning for capital campaign
  - Susan Oldroyd-Miller - Marketing/non-profit fundraiser - Camper Parent
    - Excited to get involved

### **Upcoming -**

- Short-term:
  - Generator Campaign
  - End-of-Year Appeal
- Medium-term:
  - "HAGS" community dinner series
    - Hosted dinner events across different regions to gather community together
- Long-term:
  - 75th Anniversary Capital Campaign - 2026
    - Target goal \$250K with potential \$100K+ major gifts to kick-start efforts.