

## **Development Report - September 2022**

### **Donor Communications**

- The hope is that remaining Board members may be willing to make “Thank you” calls to key top donors during the last quarter of year donation campaigns. Many supporters have commented that this meant allot to them. Please let Todd know if you are unable to make some of these approx. 10-12 calls.
- Donna created a Ready Set School Special Thank You and sent by e-mail to program sponsors/donors and was posted on Facebook, Instagram, and Twitter. Donations are still being made to this program.
- Two electronic communications will go out in October – A client specific and a donor/volunteer specific version that will include information on adopt-a-child sign-ups, volunteering, Thanksgiving/Holiday Programs, year-end needs, Colorado Gives Day, etc.
- The 2022 Nibbles and Sips communications will be mostly electronic. A dedicated webpage that links to information on the IFCS website, plus an electronic newsletter format communication, will be created with virtual instructions and links to other event information. A new sponsor packet and revised table captain/vendor packets are being produced. Formal Save The Dates announcement and participation solicitations will start in October.

### **Donor Interaction**

- Communications are getting established for holiday drive, year-end philanthropy, and corporate giving opportunities through mid-December. The hope is to entice awareness and new donations through in-kind/cash drives with new/existing relationships.
- The annual year-end appeal letter and outreach collateral will continue in the current “Community Update” format to include key messaging and more dynamic infographics that inform constituents and has a call to action. The annual mail appeal and remittance envelope will be created in October and then sent the first week of November.
- We anticipate that most traditional donors will engage during the holiday season. Mid-term elections and Economic forecasts reports will influence all donors, but our tried-and-true donors usually come through. We have seen a lapse of traditional donors this year over the COVID response surge and the large growth of early/new donors that have already donated, may fall off toward the end of year.
- Mid-term elections and Economic forecasts reports will influence all donors, but our tried-and-true donors usually come through.
- Face to Face interactions were building in Spring and Summer (utilizing current health and safety guidelines) but have ebbed due to IFCS staffing overage needs and busy Development tasks/obligations the changed in late summer. Most interactions remain electronic. It is important to support many outreach meetings/projects in person and build a greater relationship. Much care is taken to keep engaged with key constituents while building many new relationships that can flourish in the near future and after calendar obstacles subside.

- Through many food drives and pop the trunk community events, we have been able to have meaningful interactions with donors and those new to our organization. We plan to have volunteers help with some public facing outreach events to offer basic info and to distribute grocery items to those in need. This will assist us in getting our name out to more people and garner additional attention.

### **Development Planning**

- The implementation of the Digital Marketing campaign is underway and is slated to take place October through January. Detailed analysis will come throughout the process and further evaluation and adaptations will come thought-out the four-month pilot.
- Social Media and Website revisions implementations are being discussed to coincide with the digital marketing project. The use of staff critical time, energy, and resources needs to be evaluated to strategize on best use and ROI.
- We are celebrating the two-year anniversary of on-boarding Donna Wintz, our IFCS Communications Contractor (graphic designer/social media manager/website manager) to maintain in-house creation/revision. This coincides with a critical time of our seasonal communications, creation of in-person Nibbles and Sips collateral, and now the digital marketing. We have made considerable strides in improving overall communications methods and strategies.
- Without a Communications and Development Administrative position, Perian will assist where needed with support functions and to assist in the administration of Nibbles and Sips. Each staff member is taking on more responsibilities to shoulder the upcoming demands for donor and community engagement in Q1 and Q2 of the fiscal year.
- Planning is underway on the Third Annual “Fresh Thanks”, a November 19<sup>th</sup> Large Scale Food Distribution of Holiday related food items for a multicultural celebration. Grocery items will be provided that help many clients from varied cultures to have common ingredients that they can use to have a familiar meal. This event will mirror in most ways the individual 2020 and 2021 Holiday events.

### **Donor Event Relations**

- Save the Date for the 2022 In-person Nibbles and Sips Event – Saturday February 25, 2023 5-8:30pm.
- The Board can help our planning efforts by soliciting auction donations and referring corporate sponsors. The event auctioneer, Jennifer Clifford, will join the September Board meeting to discuss ways that members can help in meaningful ways.
- Nibbles and Sips Event logistics meetings are being held throughout CY Q4 and Q1. If possible, with volunteers that want to support the event, we will hold future sub-committee meetings will be held to review procurement strategy and general coordination.
- Continual prospecting and engagement are underway to find new relationships and to seek opportunities for partner organizations to creatively support or plan an event to support IFCS.