DEVELOPMENT MEETING 11-14-24

Zoom Meeting – Attendance: Meghan Hines, Peggy Bayer, Lindsey Rennie, Julie Haag

Continue to work with Ed Stracke with planned giving. Working on ways in which we can identify prospects, and the appropriate information needed when beginning to reach out to planned giving prospects. This is all new and a slow learning process. No new WACOSA Legacy Society members added since the last meeting.

Give to the Max, started early this year. Give to the Max day is November 21st. Soft start beginning Nov. 1st.

Have gotten some early donations. Working with Ann Kennedy on promotion. Has been helping WACOSA’s visibility on social media and increases WACOSA’s presence online whether or not helps Give to the Max day take off. It is our plan every day to make some sort of post. The board has agreed to a $4K match. Have been using this in the social media posts and final appeal.

Annual appeal. The letter is written, but not finalized. Would like to feature our client, Sara Kigin, if she agrees to be a part of the campaign. Reached out to her Client Manager, Bonnie Holm, and Sara’s mother, Marie, to talk to Sara. The letters should be done and ready to mail out next week.

With budgeting, nothing has really changed per Nancy and Traci’s recommendation. Budget is within about $1K of what it was last year.

Have been working with Ann for both of the campaigns and is going really well.

No big event after the holidays. In January will start planning for the picnic and APH Lobster feed. Will also look at whether or not we want to do the BASH again next year and if so, will want to get the letters out to sponsors and silent auction donors in January as well. The next big campaign in the spring is the Spring Appeal. Events will also be the Rox game, Pizza Ranch fundraiser, and butterfly release.

Plan for future meetings to be towards the end of the day, i.e. 3:30 or later. Zoom meetings more flexibility. Will plan meetings at least two weeks in advance and will be on WACOSA’s Zoom if it is a Zoom meeting.