

Development Committee Meeting 5/14/26

Present: Chad Roggeman, Peggy Bayer, Meghan Hines, Julie Haag, Nancy Betts

Focus on monthly planned giving.

Development Update:

- Summer Appeal is going out next week, general appeal for program funding. Last year was summer kickoff, technically spring appeal. Felt pushing out to late spring was a good idea last year. Roughly the same donor criteria of those in the last three years.
- Exploring features of CRM. Have added a large upgrade which allows outbound texting. Will be part of campaigns going forward. Hoping to set up and have integrated prior to the conclusion of the summer kickoff. Meghan has a meeting on June 7th with outbound specialist to get all of the information we need to get it up and running.
- BASH planning is progressing well. Even though it was pushed back to October will still be a good time of year. People are responding well. Did add a new segment of donors at the individual level of \$100 and have seen a decent response. So far 12 households have chosen to sponsor at that level. The other segment of asks was a big send of cold call letters. These were sent to businesses and received most of the information from the Chamber website. We have had \$1,250 in sponsorships, three at the friend level and one at the event level. As of Monday afternoon we are at \$17,500 in sponsorships. The BASH committee had a discussion about board sponsorship. We decided that we want to ask for a board sponsorship that is exclusive, \$150 each member in addition to selling four food tickets. Previously it was requested that they sell 10 food tickets. Feel it will be a good approach. WACOSA would receive the full donation amount for a sponsorship rather than a portion of a food ticket. The Development committee also agreed this is a good idea.
- Monthly giving – WACOSA Roots Monthly Giving Program. Roots was chosen as it indicates stability and growth. The monthly giving hasn't grown since we last met, but this is due in large part to not being integrated yet with Boomerang. Trying to get this set up on-line for credit card or ACH. Can't promote until have actual way to implement it. Once that is under way we should be able to kick off monthly giving. This can be an affordable option for some to do a monthly donation. Appeal to younger demographic. Previously set initial goal of \$500 per month total from

donors within 6 months of launching program. Still feel a good goal to keep and document.

- Struggle with coming up with one thing for an outcome that measurably resonates with donors of your \$ donation provides whatever it might be. The nature of what WACOSA does and how we serve is a lot harder to come up with a tangible metric. Would love to have something for marketing. Who is your audience? What are you trying to get them to do? Trying to reach audience member that reacts to immediacy. How does the message get delivered? Older donors may be less prompted to donate to something like that. Are you going to get your return on investment to get the response you want to get? Different methods of delivery for type of audience.
- Marketing – motivation to donate monthly, work off roots theme. Come up with something creative with it.

Adjourned 4:00 p.m.