

DEVELOPMENT COMMITTEE

Meeting Agenda



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

DATE & TIME: Thursday, August 13, 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

AGENDA ITEMS

Call to Order 3:02pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

P. Ragan made a motion. J. Grandy seconded. Unanimous.

Old Business

Spring Appeal Results

-A. Short presented the results of the spring appeal to the committee. The presentation is to be distributed to committee members following the meeting.

-J. Grandy inquired about the categorization of lapsed donors. A. Short explained that by the Center's definition, lapsed donors include those that have given in previous years but did not contribute to the 2019 Annual Appeal or at any point in 2020.

-C. Bason inquired about ROI on the acquisition segment of the appeal and whether or not acquisition is considered a good investment. A. Short explained that acquisition is a good investment, as long as first-time donors are properly acknowledged and cultivated so that they renew their support year after year.

Capital Campaign Update

-A. Short reported that letters of invitation were mailed to campaign committee prospects on July 29. There have been some delivery issues, namely delays and returned letters. Electronic versions of the letters and supplemental materials are available upon request.

Follow up calls to prospects began August 10.

-S. Ball reported that Pat Coluzzi has accepted the invitation and recommended Paul Kuhns, the outgoing mayor of Rehoboth, as a prospect. The committee agreed he would be a good addition. A. Short to send letter of invitation.

-A. Short reported that a final boilerplate proposal for foundational support is complete and all supplemental materials have been gathered. Wright Horne of MacIntyre Associates began contacting foundations and discovered that some have adjusted their funding priorities to focus on frontline COVID response, which means certain submittals will be bumped into 2021. The final draft of the 2020 ORPT application has been submitted to Sussex County and should appear on the August 25 agenda.

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.

Get Out Update

- A. Short reported that the website and platform were nearly completed, as well as training materials for fundraisers. Expected release of all materials scheduled for August 18. She has been working closely with the Outreach team to develop a comprehensive social media plan and will be sending a press release to local print newspapers.
- A few matching donor pledges have been secured, totaling \$4,500 with a number of other prospects awaiting follow up.

New Business

- K. Sigvardson inquired about the status of Center employees (i.e. working remotely vs. in office). A. Short explained that the Emergency Outbreak Response Plan is still in place, so many employees continue to work from home. Some have voluntarily returned to working in the office.

NEXT MEETING: THURSDAY, SEPTEMBER 10 AT 3PM

Adjourn 3:35pm

- K. Sigvardson made a motion to approve. P. Ragan seconded. Unanimous.