

DEVELOPMENT COMMITTEE

Meeting Agenda



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

DATE & TIME: July 9, 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, John Grandy, Aimee Isaac, Richard Mais, Pat Ragan, Anna Short

AGENDA ITEMS

Call to Order 3:03pm

Meeting Agenda Review

Approval of Previous Meeting's Minutes

J. Grandy motioned to approve. R. Mais seconded. Unanimous approval.

Old Business

Spring Appeal Update -- A. Short (5 min)

-A. Short informed the committee that to date, the appeal has raised \$10,135 from 87 donors, 30 of which gave for the first time.

-The campaign will conclude on Friday, July 17.

Capital Campaign Update -- A. Short (10 min)

-A. Short informed the committee that, at the recommendation of MacIntyre Associates, the launch of the capital campaign's public phase has been pushed to early 2021. This is to avoid conflict with the September P2P campaign, Get Out. Quiet phase activities, including committee formation, major donor solicitation, and the submission of foundation grants will continue on schedule.

-In the campaign working group meeting on June 25, members identified "first string" prospects for the committees, with particular focus on the Honorary Chair (George Cole), the Steering Committee, and the Major Gifts Committee. MacIntyre has provided a draft of the letter inviting committee participation, which A. Short and Chris Bason will review and edit as needed.

-Pre-application for the 2020 Outdoor Recreation, Parks, and Trails program (ORPT) has been approved. A full application will be submitted in September for \$100,000 in funding. A. Short continues to work with MacIntyre on other foundational opportunities.

-A title for the campaign has been identified: Lessons in Nature at James Farm Ecological Preserve.

Get Out! Update -- A. Short (10 min)

-A. Short provided an update on planning progress, informing the committee of the selection of a campaign platform (GiveButter) and identification of highly engaged

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.

donors and volunteers to be contacted personally about participation. Teasers about Get Out will also be included in the monthly email newsletter and on social media.

-Committee members are encouraged to begin thinking about their participation in the campaign and what that might look like. S. Ball inquired about where meaningful gifts are needed most: Get Out or the capital campaign? A. Short explained that while committee members should expect to make a donation of some size to their individual Get Out campaigns, the capital campaign is where meaningful gifts are needed most.

-A. Short has also begun approaching supporters in the local business community to gauge their interest and ability to participate. A \$1,000 pledge from Ashton Group at the Beach has been secured.

-The development of campaign story structure and training materials for fundraisers is ongoing.

New Business

Planned Giving -- A. Short/J. Grandy (5 min)

-With facilitation from J. Grandy, Roger Craver of The Agitator and Donor Voice has developed a comprehensive planned giving campaign for the Center to consider. Based on the recommendations by R. Craver, the Center's next steps will include:

- the development of a dedicated planned giving webpage
- standing feature in the Inland Bays Journal
- a direct mailing, either solely dedicated in October or in conjunction with year-end tax receipts and the Thankuary campaign in January.
- a package of information that is available in print and digital forms to be distributed to interested parties.

NEXT MEETING: THURSDAY, AUGUST 13TH AT 3PM

Adjourn 3:25pm