February 2024 Development Committee Agenda

1. 2023 overall fundraising results.

a. Total contributions were $2,377,687.59

* $51k below budget, but the budget was a stretch goal.
* $376k above prior year.
* Fundraising expense was $54k below budget.

b. Direct mail fundraising (part of the total) results were $1.19M in gross revenue

* $590,580 in total cost.
* $582,570 net revenue.
* Net revenue nearly equaled costs, which was a goal we didn’t expect to hit for several years.
* Continued great success in acquisition: 10,571 new donors with a budget goal of 8,810. (*93% increase in new donors: 5,494 in 2022*)

2. BOD Donation (Give/Get) Policy Revision review and discussion.

3. Donor Development Focused Events.

a. New York City visit, April. Small team from MCA, small group donor lunch/dinner.

b. Potential North Florida event, tentatively October (linked to Tampa professional dinner).

c. Potential Arizona event, Phoenix or Tucson. TBD.

d. Discuss lessons learned from Houston event (Mike & Mike).

e. Tim and Sandy Day (and family) visit, May 20th. Potential endowment or continued/increased restricted donations.

4. Possible initiative to have Development Committee members call mid and major level donors to thank them, get to know their connection to the Corps, etc.

5.  Identification of Committee/BOD areas for improvement with regard to the Committee charter (in particular, responsibilities #2-4).

6. Foundation fundraising events.

a. Giving Day, Tuesday, June 11th.

b. Golf tournament, Creighton Farms, Monday, Oct 28th.