 

**HOPE4YouthMN.org**

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Anoka, Minnesota 55303

Development Committee Meeting Notes

February 22, 2022

* [**A Night 4 HOPE**](https://give.hope4youthmn.org/campaigns/20785-a-night-4-hope) **– April 23, 2022**
  + Event webpage:  [hope4youthmn.org/night](https://www.hope4youthmn.org/night)
  + Invitations hit 1,400 mailboxes several weeks ago.
  + Sponsorships and auction items are coming in**. Thank you to Don for securing a co-presenting sponsorship with Greater Midwest Financial and Bell Bank for $15,000!**
    - Other key sponsors secured:  (3) Gold $5k sponsors: Windmeier Family Foundation, Thrivent Journey Financial Consults and Carlson Toyota.  (2) Silver $2,500 sponsors: Meyer Contracting and Financial One. (2) Bronze $1,200 sponsors: Majestic Oaks Golf Club and Konik. We have a number of “asks” out in the community and anticipate more sponsors coming in soon**. Please continue to think of potential sponsors** and share the attached with anyone you think might be interested.
  + We discussed the need to secure live auction items (value $1K+) and the overwhelming suggestion was to seek experiences for the auction (tickets, travel packages, etc**). If you have any tips, suggestions or leads for the auction, please let us know.**  We’d also love items for the online silent auction ($50+).
  + Table sponsor were discussed. Based on the format of the event and the set-up, we aren’t formally selling table sponsorships but any donors who buy 8 tickets (a table) will have a table reserved for them. A few of the sponsorships do include reserved tables. We’ll be encouraging donors to consider bringing guests as an introduction to our organization.
  + Have you bought your tickets yet?  We’d love to have the board well represented that night. Your interactions and conversations with the guests will be so important.
* [**Running Aces**](https://runaces.com/) **Potential Partnership**
  + Per the proposal/info sent prior to the meeting, we discussed this no-cost opportunity for fundraising and exposure. The only concern was around the gambling component but the committee didn’t find a strong enough reason to avoid connecting the organization to Running Aces. With the opportunity to “sell” the race packages at AN4H with 100% of the funds going back to us, it was decided to move forward. **UPDATE:** We’ve confirmed our H4Y night at Running Aces will be Thursday, August 4. Stay tuned in the coming months for more info.
* **May One Run**
  + Just a reminder of this new event on May 1 in St. Paul that H4Y and TreeHouse are the beneficiaries of. Join the H4Y team and raise funds for us.  <https://www.mayonerun.com/>
* **Final donor stats from 2021 – Lapsed Donors (see attachment)**
  + We looked over the attached document with donor highlights from 201 and focused on lapsed donors. Both JJ and Rich encouraged us with a few tactics for reaching lapsed donors (like phone calls, emails) and reiterated it’s all about getting back in front of people. Focus on lapsed donors who have given the most historically and those who have given multiple past gifts but have fallen off. We also chatted about recurring/monthly donors and thinking about our ideal audience – ex: younger donors who can give smaller amounts monthly.

**RESPONSE NEEDED**: I’d like us to think about switching our meeting days to better accommodate schedules. **Please reply to me with this info.**

* Which days generally work better for you?  Tuesday, Wed, or Thur
* Which timeframes are best for you?  8-10am, 10am-12pm, 12-2pm, 2-4pm or 4-6pm
* If future meetings had an in-person option at our Admin office in Coon Rapids, would you attend?
* Would you be open to meetings in July and/or August?
* Any other feedback about our meetings?

Thank you, all! We so greatly appreciate your time, input, expertise and passion for H4Y.