



HOPE 4 Youth Committee

Meeting Minutes

- Executive Committee
- Development Committee
- Finance Committee
- Nominations Committee
- Strategic Planning Committee
- Other _____

Date: May 18, 2022

Time: 3pm

Committee Chair: JJ Slag

Attendees: JJ Slag, Rich Branham, Steve Nash, Julie Orlando, Brooke Limanen, Nikki Kalvin, Danielle Snider (minutes)

Absent: Julie Cole, Don Phillips

Agenda Items:

- AN4H Recap and Feedback (SWOT)
- 2023 AN4H
- Summer Appeal – Housing Stability Fund
- H4Y Night at Running Aces – August 4
- Fall Event for Faith Community
- How to promote/encourage donations for stocks, DAFs, IRA distributions, etc.

Meeting Notes:

- AN4H Recap
 - Expenses – This year \$37,000 (27%) compared to last year \$20,000 (28%).
 - We ended up deciding to have assigned tables. It would have been harder without assigned seats due to the lack of space. It was suggested that we hear more stories from more of the youth. It's a good opportunity to highlight those positive youth experiences (whether live or via video). There needs to be some additional 'wow factor' involved in light of it being a 10-year anniversary at a different venue with a potentially higher ticket price. It was suggested that some of the marketing be "Come and see how we've made a difference". We could reach out to past event attendees. It was suggested that we look at partners over the past 10 years. We could have potential attendees buy a table vs sponsorship. One of the benefits of having people buy a table is they work to fill their own table. If there's some talent that can really move the needle, then it is worth it. Don't just fill a performer slot to fill a slot. The auctioneer did a really good job and was well worth the money. It was noted that there were a number of people who didn't look at the live auction items ahead of time. There is an opportunity to market those items better next year. A concern was voiced regarding raising ticket prices. Would we lose people at a higher price point and/or would the growth opportunities outweigh that potential risk?
- 2023 AN4H
 - 10 Year Anniversary next year. We are thinking of a bigger event at Bunker Hills. The maximum capacity is 384. The team is scheduling a site visit. We are thinking of potential pricing higher for next year. It was suggested that we pull comps from other events for pricing and sponsorship levels. April 22nd. 2023 is available to book at Bunker Hills. We are hoping to keep a similar format and are thinking of having food stations vs. plated meals.
- Summer Appeal – Housing Stability Fund
 - The last summer appeal was two years ago. We are planning for this mailing to hit mailboxes in mid to late July. We are deciding between a letter form vs. a full-color newsletter. It was suggested that bullet points be included, regardless of format. It was also suggested that we do a legal-size letter

with a tear-off remit at the bottom. Another large non-profit is currently only doing two mail appeals. Their ROI was significantly higher with fewer direct mail letters (vs. high gloss newsletters). "People want to support a winner with need. There's a big problem, but we can solve it together." It was also noted that there is a higher open rate with handwritten envelopes.

- H4Y Night at Running Aces – August 4
 - This is a family event on Thursday, August 4. We are selling packets with all proceeds going to us. Packets are \$20/adult and \$10/child. It was suggested that we reach out to community groups that would invite their entire group.
- Fall Event for Faith Community
 - We are thinking of doing an October breakfast for our faith communities/donors. It would be a potential to highlight Q4 opportunities. It would be a community and networking event. There were concerns from the committee about the fruitfulness of this event. It was suggested that we reach out individually to each pastor/church/group and approach it that way. (Potentially have a tour of the DIC and talk about specific needs?) It was also suggested that we take a month (September or October, maybe?) and go to the church offices and invite them to an open house. (We would pick a couple of days to host an open house.) It was suggested that we make it as simple as possible for the church by going to them first instead of expecting them to come to us.
- How to promote/encourage donations for stocks, DAFs, IRA distributions, etc.
 - It was suggested that we advertise this on everything. The location/wording needs to move around and look a little different each time. It would be great to have a story to go with these asks. It was suggested that we get a story from a donor that gave an unusual gift. These can be great opportunities for ongoing fundraising. Both The Saint Paul Foundation and National Christian Foundation have set up an account for another non-profit that they can get a donation (boat, plane, farm, etc.) and they sell/process right through NCF.

It was suggested that the donor appreciation event happen twice a year. Once at Margie's, once at the DIC.

Action Items:

- Pull comps for other events to have that historical data to compare before they are deleted.
- Discuss the potential of hosting two Donor Appreciation events annually.

Upcoming Events

- Volunteer & Staff Appreciation Picnic – June 23
- [Heartland Tire Classic Golf Tournament](#) – August 22
- Hunt 4 HOPE – Wild Wings of Oneka – September 30
- The Darkest Night 4K – Bunker Hills Golf Club – September 30
- Clays 4 Youth – MN Horse & Hunt Club – October 13
- Out of the Cold – Anoka County Sheriff's Office – November 7-11
- Donor Appreciation Event – December