



HOPE 4 Youth Committee

Meeting Minutes

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

Date: September 21, 2022

Time: 3 PM

Committee Chair: JJ Slag

Attendees: JJ Slag, Don Phillips, LaChelle Williams, Julie Orlando

Absent: Steve Nash, Rich Branham, Julie Cole, Nikki Calvin, Danielle Snider (minutes)

Agenda Items:

- Upcoming Community Efforts
- 10th anniversary in 2023
- Lapsed donor campaign/effort in October
- Upcoming events

Meeting Notes:

- Upcoming Community Efforts
 - The Hunt 4 HOPE is full in the morning and afternoon for the first time ever. It is estimated to gross close to \$54,000 with a silent auction, which gives us a net of \$34,000. This doubles our net from last year and puts them so close to raising \$200K for us in seven years.
 - Community Outreach has been amazing! Nikki was at UHG yesterday with 120 employees who packed up 750 bags for us in 30 minutes and wrote notes of encouragement to be handed out to the youth. We have donation drives at four schools happening right now, and five moms' clubs in the next month. Speaking engagements have included seven service organizations over the past month. Our presence at KONIK fest last week brought in a new partner from Boston Scientific (opening the door for more in the future!)
- 10th anniversary in 2023
 - Julie asked the group about best practices and examples for anniversaries. Julie is thinking of capturing people that have been involved over the past 10 years and telling their stories each month. We hope to get sponsorships and a save the date yet this year.
 - JJ shared that he might look back at the "most influential" people, such as Brian and Lisa Swanson, Heartland Tire, John Sitarz, etc. JJ suggested a Founder's award, Builder's award, etc. "We would love to give you a table to fill with people you think will love this organization the way you have." He shared that Cheri has a good relationship with John Sitarz. It's important to honor those that have given their time, talent, and treasure over the past decade.
 - It was suggested that there be a moment at every event to recognize those that are in attendance. It's an easy conversation to ask them to bring guests, especially those that can help out. JJ suggested finding as many stories as possible of those that have gone through the program and are wildly successful.
 - Don suggested sharing the three, five, and 10-year vision with a captive audience as a launch. It shouldn't just be a retrospective; we also need to share what we are planning.
 - JJ suggested reaching out and asking for sound clips from John, Chris, and others for a video highlighting HOPE Place.

- JJ suggested highlighting 10 stories in 10 months.
- Any places where we're promoting ourselves could have our "Thank you to the community for 10 years" messaging. JJ wondered if any of our church partners would throw a banner out front. It shows they're connected and it's a win-win for everyone. JJ believes that we're in a good place.
- Throughout the year, we could highlight our anniversary on all collateral. (Banner on logo and emblems)
- JJ noted that our tagline should be donor-centric. We really want people to envision the difference they've made.
- Don shared that it's important to share our story. Our youth are getting married, having a family, getting a job, and getting back to work. The community has restored their lives, but the community is also being strengthened through it. We really have to show them that it isn't just their dollars, it's those lives that are being changed.
- Lapsed donor campaign/effort in October
 - Julie shared that we are going to dig into lapsed donors in October. They likely already received our Summer Appeal. We are now looking at doing phone calls and digging into these donors.
 - Julie asked for best practices for tying them back into a specific program or organization as a whole. JJ suggested separating the list into those that have given many gifts and those that have given large gifts. JJ suggested trying some type of 'Fund a need' (food, laundry soap, etc). "We have vendors lined up; we just need funds to purchase." He would not highlight that they are gone/lapsed. They need a clear way for them to give. JJ wouldn't ask for a dollar amount.
 - LaChelle shared that we are going some of this lapsed donor work within our portfolios.
 - JJ suggested also inviting them to a tour. If they're going to say no to something, it will be the thing of least resistance (writing a check vs. coming in for a tour).
 - JJ suggested shamelessly calling. Call donors before an event and let them know you're glad they're coming. Call after the event and thank them for coming.
 - JJ noted the importance of ensuring that contact type and number/email/etc. are reflected. When he connects, he notes how he got ahold of them in the CRM. (i.e. at this email address or this phone number.)
 - JJ suggested adding a "We're going electronic and want to make sure you don't miss your receipt. Can you reach back out to me with your email address?" with year-end giving receipts.
 - JJ shared an amazing story of a picture of a recent graduate's graduation speech. He is including a picture of this speech (scribbles, edits, and all) with a mailing this quarter.
 - JJ suggested having the youth write cards while they are at the DIC and including them in their thank yous (including a note of which story was shared).
 - JJ noted the importance of being involved with the mission. Julie gave an example of some bikes we were just given from Ed's Collision. It would be a great opportunity to have a short video or picture of this bike donation going to a youth. Those stories are so important.
 - The importance of social media and intentional messaging was discussed. We need to tell stories, not just send glossy collateral. We have everything we need to get these stories into our donors' hands.

Action Items:

- Determine 10-year anniversary donor-centric tagline
- Determine 2023 AN4H sponsorships and save the date

Upcoming Events:

- September 23 – [Hunt 4 HOPE](#)
- September 30 – [The Darkest Night 4K Run/Walk](#)
- October 13 – [Clays 4 Youth](#)