

**HOPE 4 Youth**  
**Development Committee Meeting Minutes**  
**May 15, 2024**

Present: Nikki Kalvin, JJ Slag, Nicole Koeb

**Snapshots Review**

**Financials, March & April**

Overall impression is that financials are on track and trending well.

Questions on the \$20,000 down in Foundations for April and Nikki shared that it has been received but it will count in May instead, so technically not behind.

**AN4H Final Numbers/ Debrief**

Overall the planning, organization and implementation of the event was great. It was one of the most elegant events. Theme, presentation, speakers, were all great. Having a video and a youth speaker is important moving forward.

Discussion around making sure we are looking at the Gala as a cultivation event. Less event centric and more donor centric. Consider comparing year over year, attendees/ donors of the Gala – did they give more over the year or at year end after attending the gala?

Loved the talking points for the Board of Directors.

In the Giving Moment, consider adding in language such as if you would like to give privately, here is how you can do it; or if you had a different donation amount in mind, here is how you can do it and make sure to have donation envelopes and pens on the tables.

Suggestion: Nikki be on stage at all events going forward. Since the follow up and thank you with donors is done by the Director of Advancement, they need to be present and visible on the stage so that their name is recognized from the event during follow up phone calls. It is important for donors to have that name recognition.

**Discussion Items:**

**Summer Campaign vs Summer Appeal**

Nikki shared the less than 2% return on the Summer Appeal for the previous couple of years. Then shared the idea of doing a Summer Kick Off Campaign to

raise funds and food. It was recommended that we kill the Appeal and move forward with the Campaign. Suggestions for the Campaign:

- Reach out to smaller groups to get them involved
- Call smaller businesses and ask them to host drives
- Reach out to bigger partners for a challenge – Carlson Toyota, Medtronic, Financial Planners and ask them to host drives in July and August, then give out Awards for Top Donors (most items, most bags?)
- Example, in the month of August ask all of our Financial Planner partners to have their clients bring in items off of our top needs and then give out an award for the most items
- Share with Faith based organizations and ask for them to do a food drive

### **Cultivating Top 40 Donors**

Adjust it to the metrics – maybe it isn't the top 40, but it's the top 57 because they all gave at the \$1000 level. Don't get stuck on the number 40. Look at the big picture overall.

We are doing a lot of the work already – phone calls, letters, invite for tours.

Consider texting out when we have a new video or photo to share, after we have had at least one or two phone calls to establish the relationship.

Have youth at H4Y Center, sign a few thank you notes a week, to have on hand that have phrases about why/ what H4Y means to them and thanking donors for support example “I was living in my car today and I was able to stop in and get food” – can sign with just initials (great intern project to oversee the follow through)

Be prepared when making calls to donors for your next ask – always have that ask ready. Examples: are you interested in coming out for a tour or connecting over coffee? Which of our recent newsletters did you find useful? Is there something else we can be doing to connect more with you? Would you like to join us at XXX (next event)

Always cultivate a matching donor for the next event. Have some donors in mind for those asks.

Work with the Advancement team to identify donors age groups and how they relate to thank you'. Do 20's and 30's want a phone call, text, letter, or email? How about those in the other age groups?

**Next Meeting: June 19<sup>th</sup> , 3:00pm**