

Date: October 3, 2018
To: Tracey Crawford, Executive Director
From: Nanette Sowa, Superintendent of Development
RE: Update for October SLSF Board Meeting

Exciting things are happening at SLSF!

The Development Plan created by American Philanthropic gave specific goals and objectives to achieve each month. Using those as a guide, the SLSF team is working on the following:

Kevin's Club – The Kevin's Club letters were mailed in May to a group of Kevin's friends and former park directors. As of this date we have received one \$1500 donation and one pledge of \$50/month. Nanette has met with one of the people on the list and met with a group of the prospective donors in October. The team will continue to work on this initiative by reaching out to additional prospects via letter, email, phone calls and meetings. Total gifts as of this date are \$1900.

Event Ten – After each SLSF event that is not done as a collaborative, the Gold Medal Fashion Show, the Palatine Hills Outing, the Women's Outing and the Gala, Nanette will pull the lists of all who have attended over the last five years but have not moved beyond participant/guest. From those lists, she will discern 10 people who have come to the event on a consistent basis but have not become involved in other SLSF in any other way. Those prospects will be contacted by letter, email and phone calls to request they consider becoming a committee member, sponsor, etc. As of this date, one new sponsorship for the Gold Medal Fashion Show has been confirmed.

Mailings – American Philanthropic research suggests that direct mail continues to be the life's blood of fundraising. Following their directive SLSF is increasing the number and type of mailings sent in 2018. It was suggested that some mailings include a request of donations and some simply keep donors informed.

- a. An informational postcard with the SLSF and NWSRA annual calendars was sent to everyone on the SLSF mailing list (1672 addresses) in January.
- b. The Annual Report was sent in April and included a donation envelope which has resulted in a steady flow of small donations.
- c. Using a template provided by American Philanthropic, the Spring Appeal letter was written and was sent to the entire SLSF mailing list. This is a much larger group than is usually sent the spring appeal. The response was not what was hoped for, so SLSF will revisit the spring appeal for 2019 by researching what methodologies have proven successful for other foundations.

- d. A postcard inviting donors and participants to the Hanover Park Park District's Snoezelen room open house was mailed in September.
- e. The Holiday Appeal will remain a card as in past years but sent to the larger list.
- f. Flyers and invitations to SLSF will continue to be mailed as has been done in the past.
- g. Nanette is utilizing the newly designed SLSF postcards to send donors thank you notes as well as for sending news, get well, etc.

Increased Board Involvement - All SLSF Board Members have been invited to meet one on one. These meetings allow for a great sharing experience to discuss how they can be more involved with the foundation and assist in financial growth.

Individual Giving – Individual giving is the life's blood of a foundation. The online giving platform used by SLSF, Just Give, was purchased in April by Just Giving which is based in Great Britain. There are six individuals/families who give on a monthly basis through the website. SLSF averages 8-10 total gifts each month via Just Giving. One donor continues to send a monthly check as she has done for the last five years. There are three people who give via their company's matching program. Thanks to recruitment done by SLSF Chair Jim Houser, 16 UPS employees now give on a monthly basis through that company. SLSF also receives a large quarterly donation from a Deloitte employee who gives via his company's payroll deduction benefit.

The total individual gifts restricted and unrestricted as of this date is:\$40,338.36

Planned Giving- SLSF received a planned gift of \$71,474.75 in June. SLSF has planned giving information available to give to anyone who is interested in making a planned gift to the foundation.