

Date: May 4, 2018
To: Tracey Crawford, Executive Director
From: Nanette Sowa, Superintendent of Development
RE: Update for May 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 – This new giving initiative will create an elite group of donors who pledge to provide SLSF with \$500+ annually. Each donor will receive a Kevin's Club logoed item signifying their membership. An initial mailing was sent in late April to 20 people who were Kevin's personal friends. Follow up calls will be made to each of those invited. A thank you brunch/lunch is planned for late summer for those who have chosen to accept this pledge. At that event, cards will be distributed requesting those in attendance to provide names of other people who would be interested in belonging to Kevin's Club. It is anticipated that as this club grows, additional special opportunities will be offered to those members in appreciation of their long-term support.

Event Ten – After each SLSF event, Nanette will pull the lists of all who have attended over the last five years. 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. An initial email will be sent to each thanking them for their support of the event and then asking if there are other ways they wish to become involved in SLSF. The Gold Medal Fashion Show is always in need of additional sponsorship, so the Event 10 from that event were asked if they could introduce Nanette to someone from their company who would be able to meet with her to discuss sponsorship of the 2019 event. Follow-up calls continue to be made. One company has confirmed they will sponsor GMFS in 2019 but have not yet determined at which level.

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 will be sent to the entire SLSF mailing list. This is a much larger group than is usually sent the spring appeal.
- d. A postcard with an update on SLSF activities is planned for summer
- 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 will utilize newly designed SLSF postcards to send donors thank you notes as well as for sending news, get well, etc.