**Minutes for RD Committee Meeting - 5/18/22, 12:30 – 2 p.m.**

**Attendees: Duncan Campbell, Scott Erchul, Brian Beaulieu, Cara Larimer, Marji Ackermann, Tessa Lance**

1. **Working with BGCA’s Resource Development team** (Marji, Brian, Tessa)

* Update on the latest version of our new Case Statement
  + Brian, Tessa, and Marji think we are close to finished with this. Maybe one more draft and finish it off with Karen Santoni and then we will send it to the board.
* Creating RD and Marketing plans aligned with 2022-2023 budget

1. **Y22-23 budget and the target for RD fundraising** for events, sponsorships and grants (Marji/Brian)
   * Marji met with Brian/Austin/Tessa on May 6 to discuss Y22-23 budget and RD goals.
   * Goal for business sponsors for FY22-23: $100k (with the understanding that last year was high and the situation of the stock market this year might not lend well to people giving large amounts)
   * Special events goal: $35k (we can have more attendees this year = more ticket sales, more donors for fund a future, etc.)
     + We will need to revisit the discussion about ticket prices for the gala, we don’t want to lose money on ticket sales (need to make sure we cover our costs)
     + Make sure we order enough meals for as many people are attending
   * Community events goal: $5k (Autumn Color Run, two concerts in South Main BV)
   * End of year campaign goal: $150k
   * One campaign goal: $150k (catch all fundraising for the rest of the year)
   * Currently at $47k for business sponsorships (year-to-date)
     + Scott will start his push soon, tourism in BV is already way up. Scott is predicting a good year for businesses.
     + All board members are encouraged to complete their business solicitations.
2. **Other fundraising opportunities**

* BGCCC to be beneficiary of two summer concerts put on by South Main Arts & Parks Trust (Scott)
  + We’ve never done anything like this before; it seems like it will be pretty simple. There will be no expenses. We will need representatives from the BGC to attend. Make a donation at the door type of event; there is no set price. There will be a designated contact/point person for us to work with. Next steps–Scott will track down the point person so we can move forward with planning. Brian and Tessa will meet with the point person.
  + Concert dates are August 3rd and 17th
  + We will discuss at a later meeting what Club promotional materials we plan to have there.
* Fall Color Run (Brian)

1. **Website Metrics** (McKenzie)
   * The most visited page on our website is our home page. BV/Salida Club pages are next, then Meet Our Staff, Core Programs, Annual Business Sponsors and Upcoming Events.
   * Interesting to note that our FB audience leans heavily female.
   * Maybe McKenzie can discuss further at the next meeting if she’d like to.
2. **2022 Business Sponsorship Campaign** (Marji)

* Amount raised to date–$44,450. Our goal is $100,000 for FY 2022-23.
* Status of email and mailer campaigns (Brian or Tessa)
  + All emails and mailers have been sent out. Tessa hand-delivered 30 mailers to local businesses.
* Status of Committee members’ solicitations
  + Marji will send a PDF of the business solicitation tracker to all board members so they can see the status of their solicitations. Board members are encouraged to follow up with any that aren’t complete.

1. **Great Futures Gala Update: 9/28/22 at Mt. Princeton Hot Springs (Marji)**

* Entertainment (comedian Chris Voth), AV, Jim Wilson (Brian, Karen)
  + Entertainment is set
* BGCCC Alum Video (Brian)
  + Brian will coordinate a group to make this. Goal for next meeting: have all the alumni identified (to then move forward with filming/editing)
* Large Auction Items:

Scanga Meat (Duncan) – confirmed!

Ark Anglers Float Trip (Cara) – confirmed!

Mexico Vacation (Brian) – No.

Denver Experience (Brian) – confident it will come through (Our contact didn’t say no, didn’t say yes.)

Santa Fe Weekend (Brian) - Seems unlikely, not giving up though.

Cape Cod Trip (Brian) – likely (Our contact didn’t say no, didn’t say yes yet.)

Hawaii vacation trip – possibly (Brian)

* We need to find another experiential item if we want to meet budget goal
  + Tessa will explore other options for Santa Fe. Is there a hotel that will donate two nights? Tessa will look into other corporate connections through the BGCA.
* We want 5 to 6 good, high-quality items. Our goal is to have all auction items confirmed by next RD meeting.
* Contact with Mt. Princeton on Logistics (Tessa)
  + Marji will send existing information to Tessa, and Tessa will coordinate with Mt. Princeton contact.
* Ticket Sales on Eventbrite—ticket price to be determined (Tessa)
* Leader Sponsor Videos: Mt. Princeton, DSI, Faricy Boys, Fading West (Cara)
  + Cara will coordinate with Tessa and McKenzie
* Decorations and Sponsor Signage (To be determined)
  + Table settings, other simple, clean décor. Brian/Tessa/McKenzie will coordinate
  + Coordinate flower donations from local florists (Growing Wild in BV is very generous)
* Volunteers
  + See Check-in table below.
* Check-in table
  + We need to determine the check-in and check-out system ahead of time. Brian and Tessa will ensure we have something set up. *Decision reached* - staff will run the check-in table and check-out process–there is no need for volunteer involvement.
* Marketing Plan (Marji/Brian)
  + Marji will make sure we distribute through all channels.
  + Marji/Brian/McKenzie/Tessa will handle the execution of the plan.
  + Bumped up sponsorship deadline from 9/1 to 8/26 so that we have enough time to create marketing materials that include our sponsors and distribute them across channels before 9/21 (or earlier) attendance deadline for Mt. Princeton. This also allows us more time to work around Labor Day schedules.
  + Last year went well, this year should be even better (second time around, less COVID hopefully)

1. **BV Capital Campaign Update (Scott or Cara)**
   * Tomorrow (May 19) we have a small event at the community center for the BV Community Health Center. A small gathering thanking them for their donation.
   * Inviting all potential Buena Vista capital campaign leadership people to an event at Eddyline (by the library) on June 6th.
     + We have great pictures to share. Brian and Julie should have the master plan ready to share at this meeting.
2. **Grant Report (Brian)**
   * Brian has been working nonstop to fill the gap left by losing our largest grant ($65k) from the Community Health Foundation (through the Colorado Boys & Girls Clubs Alliance).
   * El Pomar Foundation will vote next week on $20k GO ask – hope to have the final decision in a week or two.
   * Colorado Health Foundation – Brian and other rural clubs are lobbying to make up the gap from what we lost from them. (Might get $20k from them)
   * Staff billed down TGYS grant quickly, so we were awarded an additional $5k.
   * We’re working on pursuing other grants and a federal grant.
   * We will be close to reaching our grant budget number.
3. **RD Monthly Dashboard Items (Marji/Duncan)**

* One of our Board’s action items is to create a Dashboard to review at the monthly Board meetings. We need to create 2–3 items to include in the Dashboard. They should be measurable with SMART attributes: Specific, Measurable, Achievable, Relevant and Time-bound.
* Two suggestions: RD fundraising performance to plan

Quarterly newsletter sent

Minutes recorded by Tessa Lance.