**RD Meeting Minutes 8/14/24**

**Gala (Tessa)**

Marketing: Website, Press release, Flyer/Poster

Auction Items

Ticket sales (ask how they found out about Gala)

Sponsor recognition

Program

Club Hero

**NOTES:**

* Gala press release ready to go. Tessa putting finishing touches on flyer. Tessa will add Leader and Innovator sponsors to flyer and a link to buy tickets on website home page.
* Live Auction items
  + - Fishing trip
    - Denver condo with tickets to some entertainment
    - Rocky Point Mexico stay
    - Mt. Princeton stay
    - Monarch Pass and swag
* Tickets: Looking at the list of donors Brian has identified to give free tickets
  + We will pare down this list to be more strategic and offer free tickets to those who should get free tickets (i.e. those who will donate more at the event than their ticket is worth)
  + Here is the link to buy tickets for the Gala: <https://www.zeffy.com/ticketing/14e3d547-5346-4bdb-a436-78e8b3665b18>
  + Tessa will reach out to business sponsors entitled to free tickets. Notify them of deadline and that event sells out.
* Program is coming along
  + Will have alumni and staff slides in the slideshow
  + Three videos: Tessa is filming video honoring Club Hero Julie Mordecai, kid video with “Be Somebody” theme, and sponsorship commercials to be filmed at the businesses.
  + Dueling Pianos entertainment
  + Live Auction
  + Fund-a-Future

Working on finding a way to engage younger or less affluent attendees. Become a monthly contributor with a chance to win a Surf Hotel gift certificate. Scott is going to request the gift certificate.

**Business Sponsorship Campaign (Tessa/Marji)**

Goal: $100K; Total as of 8/11: $59,550

Total as of 8/16 $75,300

Deadline to be included in marketing: Friday, Aug. 30

Adding more board solicitors

Framed Sponsor Sign – design shared via email with RD Committee

Save the Date Postcard (can include with any August solicitations)

**NOTES:**

* + Tessa will send email to all committed sponsors on how to get tickets and give them deadline
  + Sponsors and board members should email Tessa to get their tickets
  + Top sponsors will get their sponsor sign delivered with kids - lower ones will get them delivered
  + Great work on business sponsorships everyone!
  + Maybe Surf Hotel gift card drawing at the end of Fund-a-Future?

**Grant Update (Brian)**

**NOTES:**

* $104k from Boys & Girls Clubs is in the bank
* Brian will compile a list of our current grants with Alison so everyone can see a list of our funders and the time periods of each grant.

**Capital Campaign Update (Brian**

**NOTES:**

* Waiting on Angel Investors.
  + Capital Campaign team will have meeting after we hear from Angel Investors.

**Other Business**

None.