

Development Committee Meeting
Wednesday, December 16, 2020 at 4:00 p.m.
Meeting occurred via Zoom Meeting

I. Welcome – Heather McHold

1. Ellen will send the minutes via email for approval.

II. FY21 Goals and Progress – Ellen Oost

1. \$483,700 goal from Major Donors \$2,400+ (12% increase over FY20)
 1. \$182,636 from 22 donors as of 11/30/20, slightly behind budget, but this was expected. Still ahead of this time last fiscal.
 2. Another \$99,000 has been pledged or paid since 11/30, bringing us to \$282,000 or 58% of goal for the year.
 3. This does not include bequests or news expansion gifts (so the financial statements will be higher)
2. Giving Tuesday was a big success, raising nearly three times what was raised in 2019. The Support Local Business Challenge helped with that - raising \$3,660 from 76 donations (23 new members); The team will evaluate whether that is something we want to repeat next year.
3. New Member December was also a success - adding 441 news members out of 959 gifts during the week. The community partnership with Green Bean Delivery, benefitting Feed the West, was a big success - and 2,000 lbs of food will be donated!
 1. Now in its fourth year, New Member December will need to be freshened up with some new motivators for 2021. We will start planning early for December 2021.
4. There is a current promotion with Just Creations going on. When you shop in store Dec. 14-19 and mention you're shopping for LPM, 15% of your purchase will be donated to LPM. Please share!

III. Donor Cultivation Discussion - Ellen, Heather, Wendy, Brett, Stephen

1. Ellen checked in on the “five names to introduce to LPM” list that has been compiled. Still waiting on a few members to provide their lists. Please reach out to your names between now and our next meeting, looking to schedule meetings/calls in the new year. Let Ellen know if you need any template language or anything else to help with your outreach.

IV. Virtual Event Discussion - Ellen

1. Ellen shared the results of the survey LPM did to learn more about our members' topical, platform, and timing preferences for virtual events. She also shared initial plans for early 2021 virtual events and asked for feedback.

V. Homework and Jan. 19th Meeting - Ellen

1. Committee members should reach out to their lists and report back at the Jan. meeting.
2. We'll also discuss ways to demonstrate impact to donors in the new year.