



ADVANCEMENT COMMITTEE MEETING  
Tuesday, March 23, 2021; 3 – 4 p.m.  
Zoom

## Minutes

- I. In Attendance: Diana Barrett, Sandy Garfunkel, Shelley Gubelmann, Sally Marks, Pamela McIver, Jamie Stern, Cornelia Thornburgh, The Lord's Place Staff: Diana Stanley, Marilyn Munoz, Anne Noble  
a. Not Attending: Julie Cummings, Cynthia Hochman, Hazel Schultz, Carole Strawbridge
- II. Financial Update Anne Noble  
a. Mission Funding - \$2.7 million  
b. Mission Budget - \$3.1 million  
c. PBE \$256,900 – grossed \$280k last year, and this year we have very few expenses!  
d. SleepOut - \$210k – goal \$375k
- III. Committee Charter Pamela McIver  
a. Created by Cornie, Board Chair of The Lord's Place  
The Advancement Committee shall be composed of Directors and such individuals who may offer expertise valuable to the functioning of the Committee. It shall be supported by the Chief Advancement Officer. Members of the Advancement Committee shall assist Advancement staff through regular review of strategies that engage benefactors in stronger philanthropic relationships with the Agency; provide feedback on communication strategies for giving opportunities; and endorse fundraising priorities for the Agency. The Committee shall retain such outside experts and/or advisors as it may deem appropriate to aid in completing its work. The Advancement Committee shall meet at least four times per year, and more often as necessary, to develop and support overall strategies for such comprehensive capital campaigns in which the Agency may be engaged along with regular fundraising events that support the annual operating budget. The Advancement committee shall also offer advice to the Advancement staff on efforts to advance the Agency's mission through the use of effective communications in promoting its people and programs, building its visibility and reputation, and deepening its engagement within the Palm Beach county community.  
b. Reviewed by Pam  
c. Approved by Committee  
d. **ACTION:** If anyone has any changes or suggestions for the below, please call or email Pam
- IV. Event/Fundraising Update Pam/Marilyn/Anne  
a. Palm Beach Non-Gala Ad  
i. Pam: All agree no photos in Ad, just names, as only two people have responded with photos  
ii. Marilyn: Will send one more reminder to ensure everyone is listed who would like to be a part of the advertisement.  
b. SleepIn for SleepOut – New Teams/Partners  
i. Pam: Ann Brown will be matching SleepOut Dollar for Dollar, Great way to get new people involved; fundraising emails should note the match  
ii. Anne:  
1. Please sign up (free!) – [www.SleepOutTLP.org](http://www.SleepOutTLP.org)  
2. Share with family/friends/send letter  
3. Great way to spread the word about The Lord's Place, our programs, services and mission  
iii. Marilyn: Mailer has hit, Media, tshirts and cookies, available to watch on our website, starts at 6 p.m. – cooking with Chef Robert, Panel on Homelessness

- iv. **ACTIONS:**
  - 1. Anne to Send SleepOut Letter to Sally/Sandy
  - 2. Committee: Register [www.SleepOutTLP.org](http://www.SleepOutTLP.org) and spread the word!
- c. Home for Good – Closing the Gap
  - i. Pam:
    - 1. \$5 M left to raise
    - 2. Committee members urged to submit any prospects to Pam/Anne for the Home for Good Campaign
  - ii. Diana:
    - 1. Thanks to Cornie, John and Maree Townsend just committed \$250k
    - 2. Tentative Deadline to complete Campaign – June 30
    - 3. People are ready to have conversations
    - 4. Still seeking \$1MM naming gift for the Family Campus
  - iii. Advertising:
    - 1. Jamie: Shiny Sheet Ad or Thank you?
    - 2. Cornie: Suggests to not to request a Naming Gift in the Shiny Sheet.
      - a. Consider pursuing interview with Diana, Board, and Editorial Staff re HfG?
    - 3. Shelley: Recommend we add a line in an ad about TLP being non-sectarian
    - 4. Diana B./Pam: Consider a mailing to realtors
  - iv. **ACTIONS:**
    - 1. Let Pam and/or Anne know if you have anyone who would be interested in learning more about Home for Good
    - 2. TLP Staff: Research Advertising Options
- d. Zoom Series
  - i. Pam: We have decided to defer the program to November, 2021. Diana B. and team will review the plan over the summer.

- V. New Ways of Raising Money Anne Noble/Marilyn Munoz
  - a. Anne: We have a new friend in our world, Anne LoGiudice, who is the publisher of Luxury Homes Magazine, she brought to us the idea of having a Tour of Homes, and she would like to be involved as a new premier sponsor, as well as help us with connections. Marilyn and Anne met with her, and discussed a progressive dinner idea to potentially replace the PB Event next year. Seeking committee opinions:
    - i. Jamie: Full House Tour is too much work logistically (committee/staff agrees)
    - ii. Shelley/Diana B: Loves the progressive dinner idea at different houses on one night (not weekend or week-long event) (committee agrees)
    - iii. Sally: Small groups are the key
    - iv. Ultimate Dinner Party – Children’s Home Society – already being done and we wouldn’t want to copy - <https://www.palmbeachillustrated.com/event/ultimate-dinner-party/>
  - b. **ACTION:**
    - i. TLP Staff to Research new event, as compared to past event as well as virtual

- VI. Board Giving Pamela McIver
  - a. Pam: Allow board of Directors to create a year-long giving plan so people could give once for multiple events/reasons. Will announce at next board meeting for board members to consider – as well as other individuals and companies.

- VII. Next Meetings
  - a. Per Shelley’s suggestion, lay out meetings for the year. We have agreed on the first Tuesday of June, September and November 2021 at 3 p.m. (6/1, 9/7 and 11/2. Please mark calendars.)
  - b. Set meeting for 90 minutes.

- VIII. Adjournment Pamela McIver