



ADVANCEMENT COMMITTEE MEETING
Tuesday, June 1, 2021; 3 – 4 p.m.
Zoom

Minutes

- I. **In Attendance:** Julie Cummings, Sandy Garfunkel, Shelley Gubelmann, Pamela Mclver, Jamie Stern, Cornelia Thornburgh, and staff: Marilyn Munoz, Anne Noble,
 - a. **Not in Attendance:** Diana Barrett, Ann Brown, Sally Marks, Mary Quick, Hazel Schultz, Carole Strawbridge

- II. **Financial Update through 5/31/21** Anne Noble/Marilyn Munoz
 - a. YTD Actual: \$3,410,141
 - b. YTD Budget: \$3,107,265 (through 5/31/21)
 - c. Over YTD Budget: \$302,876
 - d. Yearly Budget: \$3,151,602
 - e. SLPO Actual: \$430,350 (expense around \$8500)
 - f. PBE Actual: \$299,125 (expense \$4,853.38 net \$294,272)

- III. **Event/Fundraising Calendar** Pam Mclver/Anne Noble/Marilyn Munoz
 - a. Home for Good. 1.25 million to raise, looking at summer campaign to bring in more funds.
 - b. Departure Day – For staff, board, and community members to come and celebrate. The event will not be live-streamed. It was suggested that a memento from the day be made to be given to donors. There will be an official groundbreaking ceremony in the fall for donors and community leaders.
 - c. First Campaign of Season - something new this year which will replace Labor of Love during Labor day weekend. Advancement will use a prospecting list to pull in new people who will receive a season and agency preview letter with an ask.
 - d. Zoom Series – Educational seminars on homelessness.
 - i. Start date - Sept/Oct.
 - ii. Market test it with the women forum or similar group.
 - iii. Julie – Recently met the Bon Jovi’s and will be bringing the wife to visit TLP. They were interested in coming to see TLP when they are back in town. Homelessness is their passion. Can ask them to share with us what they are doing in NYC for one of the segments of the zoom series. Get them engaged.
 - e. Events
 - i. Ending Homelessness Breakfast– November 18, 2021, will be a hybrid event. The Kravis is contracted and most likely will be at half capacity. The event will not be live-streamed, but a virtual portion will be available after the event.
 - ii. PBE Ideas
 1. Pam stated that a thank you letter will be sent in August to thank everyone who attended PBE 2021, let them know what services and programs have been provided thanks to their support, and ask them to share with friends.
 2. Ideas for 2022 included; Sip, Shop, and Sup with high-end goods auction, online auction before the event, a hybrid event (in person and non-gala), new location like the Ben, and we need to try something new.

- f. ACTION ITEMS:
 - i. Marilyn
 - 1. Send PBE 6-month thank you to donors in August.
 - ii. Julie/Jamie
 - 1. Julie will reach out to Amy Peterson at Rebel Nell about making something special from our building demolition.
 - 2. Jamie can call The Ben to find out the costs.

IV. Discussions

Pamela McIver

- a. How to motivate donors when they see large donations
 - i. Large donations inspired people to give. We should feature people who have given large amounts and why they have done it. The match was very successful, and we should replicate it.
The Shiny Sheet should be used more to showcase donors. The more we can show good people are doing good, the better for us. Match for a quarter or match for a month.
- b. How to reach newcomers to Palm Beach
 - i. Look at the Council of the Four Arts or chamber publications to see who is joining.
 - ii. Host some small events to reach new donors. Look at the calendar and start picking some dates.
- c. Hybrid events for 21/22?
 - i. Yes, essential to do something in-person to share our stories and feel our culture.
- d. New committee members – criteria?
 - i. New members who can help with fundraising, creative ideas, and work on the events.
- e. Other
 - i. Look into a visual way for a donor to see the impact of their donation.
- f. ACTION ITEM:
 - i. Sandy will ask Kathy Brock if she is interested in joining the committee.
 - ii. Email Pam if you have any suggestions for new members of the committee.
 - iii. Marilyn will find out about ads in the digital copy of the Shiny Sheet.

V. Vision for the future

VI. Next Meeting: Tuesday, August 31, 2021, from 3:00 p.m. to 4:30 p.m.