



ADVANCEMENT COMMITTEE MEETING  
Tuesday, August 31, 2021; 3 – 4:30 pm.  
Zoom

## Minutes

- I. **In Attendance:** Diana Barrett, Ann Brown, Julie Cummings, Pamela McIver, Mary Quick, Hazel Schultz, Jamie Stern, Cornelia Thornburgh, and staff: Marilyn Munoz, Anne Noble,
  - a. **Not in Attendance:** Sally Marks, Shelley Gubelmann, Carole Ruhlman Strawbridge
  
- II. **Financial Update through 8/30/21** Anne Noble/Marilyn Munoz
  - a. YTD Actual: \$363,000
  - b. YTD Budget: \$516,000
  - c. A new funder will be giving TLP a \$250,000 grant in September
  
- III. **Overview of Last Meeting** Pam McIver
  - a. Zoom educational series on homelessness will be put on hold.
  - b. Departure Day video will be sent to the committee members. Today the building demolition started, and it will be completely down by the morning. Breaking Ground event date TBD, but expected early 2022.
  - c. The Dixie Thrift Store had a grand re-opening in early August and is fully operational.
  - d. Joshua Catering has moved the kitchen to a Lake Park location on Park Avenue and will soon open with a “sandwich cutting” event.
  - e.
  
- IV. **Event/Fundraising Calendar** Pam McIver/Anne Noble/Marilyn Munoz
  - a. The First Campaign of Season solicitation letter will be sent after Labor Day. Current donors, as well as lapsed donors, will receive it.
  - b. Events
    - i. Ending Homelessness Breakfast– November 18, 2021, will be a virtual event. Due to the increase in the COVID variant, The Lord’s Place will not hold an indoor event this fall. The breakfast will be pretaped, edited, and shown on the morning of November 18.
      1. We will keep our contract with Kravis. The cost of the ballroom would be our deposit of \$2500 which has already been paid. The Kravis center would waive the additional \$2500 due without penalty.
      2. The video will be pretaped on October 26 or October 27 from 3 pm to 8 pm. using the ballroom stage, with all the program participants without an audience.
      3. The raw footage would be given to Leesa Gordon, and she will edit in client video, transition video/slides, and Diana’s part.
      4. The cost of the AV production will be \$6560.
    - ii. Palm Beach Event
      1. Following event options were discussed, including if this should be another Non-Gala due to the uncertainty of the pandemic situation.
        - a. Continue with Non-Galas and have an actual in-person event every other year. Most likely can raise more funds than last year with a Non-Gala.
        - b. Reach out to the young people moving in to get involved.

- c. Involve pets in the promotion for a Non-Gala like Pepper last year. This may serve as a hook to get new people involved.
  - d. Involve real estate brokers to give information to new families moving in.
  - e. Still early, and we can look at this again during the November meeting.
- iii. SleepOut
- 1. The tentative date is April 29, 2022, due to conflicts with earlier dates.
    - a. The committee stated most people who leave for the summer would be gone after mid-April.
    - b. Looking into April 1 date to see if it will be feasible and if the location is available.
    - c. This event will be hybrid since it can be held outside.

V. **Discussions**

Pamela McIver

- a. How to maintain donor loyalty in a virtual time
  - i. As mentioned at the last meeting, it was suggested that 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.
  - ii. How to keep volunteers connected who are unable to come in person, provide other options.
  - iii. Communication is critical. The more information that is shared with donors, the more they will think of TLP. Share issue-oriented thought-provoking information to engage donors.
  - iv. Be good ambassadors. The committee should team build and spend time together to continue to brainstorm and grow.
  - v. To reach more newcomers to Palm Beach and other communities, Advancement has collaborated with Luxury Homes Magazines, who will run four ads and four articles for TLP during the year.
  - vi. A new Public Relations consultant has started, Cara Hansen, and she has been able to generate constant media attention for TLP.
- b. Other
  - i. A new Advancement Team member, George Cruz, is the Planned Giving Director, and he has started to reach out to the TLP donor base.

VI. **ACTION ITEMS:**

- i. Marilyn
  - 1. Send PBE 6-month thank you to donors the first week in September.
- ii. Mary
  - 1. Will consider who can chair the PBE event.
- iii. All
  - 1. Think of ideas that can get new people involved in the Palm Beach Event (and this committee)
  - 2. Connections to hedge fund companies (or other large companies)– Do you have a relationship to introduce our advancement team.

VII. Next Meeting: Tuesday, November 2, 2021, from 3:00 pm to 4:30 pm.