

Development Committee Meeting Minutes

Date of Meeting: August 21st at the shelter

3:30 to 4:30 p.m.

In attendance: Elena Kissel (chair), Marie Hertenstein, Ann Mencoff, Carol Epstein, Brad Shear, Susan Ryan, Erin O’Gara Dollard

Event Updates

Recap of the successful Yappy Hour at the Mencoff’s on July 15th. This marked the best Yappy since its inception. The Fund-A-Need for the animal care fund raised \$56k and tickets and event donations were at \$59k for a total of over \$115k.

The Forever Friends Society annual reception was Thursday, August 16th at the home of David and Judith Enstone. While we had no new bequests this year we did have 7 new members join the society. A new benefit of membership in the society has been added and was introduced at the event. The Potter League will assist and/or arrange for the care of a FFS members pets in the event of a member falling ill, incapacitated or death.

Walk for Animals

Susan reported that at the time of the meeting \$12k has been raised for the Walk with over 100 donations. The committee was asked to consider purchasing a “Mile Barker”, join the board team and help fundraising.

Year End Strategies

Erin discussed the timing and components of the year end direct mail appeals. All solicitations are in process for our year end appeals and holiday fund drive. Typically 40% of our donations arrive between mid-November and December 31st. Our year end campaign is sent to current donors, prospects, adopters and lapsed donors. We also are doing an acquisition mailing. Over 20,000 people will be solicited through our direct mail efforts. Each also has a digital component. A newsletter is also scheduled to be mailed in December

Personal Visits & Asks

The importance of personal visits and asks. It was determined that a Top 20 list of people of interest would be helpful for the committee to review and provide staff with and suggestions on how to approach. Erin will send the committee this list for their review.

House Dinner Parties

Elena introduced the idea to the committee to host small in-house dinner parties for the Potter League.

Next meeting is October 16th at 3:30 at the shelter