

Potter League Board Meeting – November 2020
Development Activities Report
Submitted by Erin O’Gara Dollard

Program Partnership Opportunities 2021

Due to the pandemic and our limitations on in-person gatherings, we have redesigned our corporate sponsorship packages for 2021. All sponsors have the opportunity to select from a broad range of program specific options with benefits ranging from media inclusion, on-site marketing placement at each of our 3 facilities and brand recognition determined by their level of support. We were careful to upgrade each opportunity and provide sponsors with involvement in special programs and services both internally and in the community. We have not determined which of our events will be actual in-person, virtual or a high-bred of some kind, but sponsors will have their preference on how best to support the Potter League and their philanthropic interests. (The 2021 Program Partnership Opportunities package is uploaded in the Board portal.)

Grant & Foundation Update

We received notification from the van Beuren Charitable Foundation that we will receive \$40k for general operations and technology upgrades. We received \$40k in renewed support from the Rachel Ray Foundation for general operations. Current outstanding grant applications are Royal Little Family Foundation (\$2,500 General Operations), Betty Bryne de Zahara Charitable Trust (\$2,500 General Operations) and Sophia Piel Dawson (\$10k General Operations) and the Cassie Medical Fund (\$20,000). We are confident these will be realized by year-end. Any information on foundations and trusts to consider, please contact Erin directly.

FY21 Direct Mail/Digital Campaign Update

Our holiday and year end campaign is underway and showing promising results. Between 11/1/2020 and 12/9/2020 we have had 538 donations raising \$32,485 average gift of \$60.38. Last year during the same time period we had 586 donors and raised \$37,414 average gift of \$63.85. While totals this year are slightly behind we are on budget for meeting our year end goal.

Since we know that an estimated 30% of giving occurs in the month of December and 10% takes place during the last three days of the year alone our direct mail and digital program this year is designed to make the most of this charitable window. The tested and proven direct mail piece was mailed to a larger group of donors to make sure we go deeper into our file and try reactivate as many donors as possible the last month of the year. Our digital efforts included emails for Giving Tuesday and homepage slider and lightbox for the month of December and emails from December 28 through 31. A report on over-all giving results will be shared mid-January.

Bloomerang Initiatives

Since our database conversion staff has strengthened our calling efforts to include reaching out and thanking all First-time Donors within 48 hours of their donation. Tasks are also assigned to Brad to call all donors making a significant gift of \$500+ to personally thank. Other calls are made to “special friends” on a regular basis to thank, cultivate or solicit. In conducting these calls, we have the opportunity to share pertinent information with our donors. We receive valuable feedback on our programs and services and offer the Potter League as a resource for animal welfare related issues for our supporters.

Virtual Heart & Sole Walk/Run for Animals

Our first virtual Walk for Animals was a success raising over \$65,000 representing 72% of our budgeted revenue goal of \$90K. While we did not have the 350 plus registrants we would typically see at our event, 150

of our most loyal fundraisers in a virtual setting. The Vendor Village featured on our website was an added element with over 30 businesses participating. Our social media efforts increased dramatically with a week of online contests leading up to our virtual event day to engage people over a longer period of time and encourage them join the one-hour event at the shelter. Many fundraising walks planned for the spring of 2021 going virtual through the summer. We are currently researching venue options and making plans for a live event in 2021 and are considering Ft. Adams as a new location for the event.

Love Bash for Animals Campaign 2021

Given we are unable to host an in-person fundraising event in March we will be taking a different approach and pivoting to a direct mail campaign. The Campaign will also include a small-scaled mission-driven on-line auction, our annual PS I Love You Pet Photo Contest and personal solicitations of past supporters and sponsors. The PS I love You Photo Contest will run from February 1st to March 8th, the top 11 entries will gain placement in the 2022 Potter League Calendar. We are planning to launch the direct mail campaign in early March and the online auction the week of March 20th for 3-4 weeks. We are also seeking a match to further entice giving to this campaign. Our revenue goal for this campaign is \$125k.