

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

Grant & Foundation Update

North Family Trust (\$1,500), 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) all arrived by 12/31/20. Please share any information on foundations and trusts to consider with the development office.

Love Bash for Animals Campaign 2021

Our PS I Love You Pet Calendar Photo Contest will launch on February 1 and will run through March 8. The top 11 entries will gain placement in the 2022 Potter League Calendar. Opportunities to sponsor the PS I Love You Photo Contest and the LB Campaign are available. In addition, a direct mail appeal will be coordinated in early March alongside an on-line mission driven auction the week of March 23 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. Please contact Susan or Erin if you or someone you know would be interested in participating as a sponsor or helping in some way. Links to the photo contest will be furnished later in January and will be on PotterLeague.org and FB.

Yappy Hour 2021

We are exploring venues for our event but are unsure at this time if an in-person event will materialize. Please share venue ideas with the Development Committee, Elena and/or Erin.

Van Beuren Charitable Foundation / COHORT

We are honored to be able to be included in the Development COHORT sponsored by the VBCF in 2021. This opportunity gives us the opportunity to further examine our development capacity and allows us a “deep dive” into the strengths, weakness and direction of our development efforts.

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.)