

## RD Committee Agenda for 4/13/22 Meeting

Attending: Marji Ackermann, Duncan Campbell, Brian Beaulieu, Tessa Lance, Karen Dils, Scott Erchul, McKenzie Musser, Cara Larimer

### 1. Introduction of BGCCC's new RD Professional Tessa Lance (Brian and Tessa)

Welcome, Tessa! She started as our Clubs' part-time resource development professional on April 4 and is getting acquainted with Donor Perfect and other aspects of her new job. Tessa worked at our Salida Club previously as an AmeriCorps member and again during the summer of 2020.

### 2. Working with BGCA's Resource Development team (Marji)

- 9 You Need RD Continuum (see attached). This is a matrix for building a strong foundation for our Club's Resource Development initiatives.
- RD Health Assessment (see attached). Showed that our Club has completed some of the steps on the matrix and has others to complete.
- New Case Statement (see attached) – This has been added to the board portal on the website.
- Marji, Duncan, Brian, Tessa, and McKenzie will be creating new RD and Marketing plans aligned with our 2022-2023 budget. These should be completed before we begin our next fiscal year.

### 3. 2022 Business Sponsorship Campaign (Marji)

Amount raised to date - @ \$35,950

Contact realtors before summer (when they're super busy and may not have time to respond to a business solicitation). Now may also be a good time to reach out to businesses since tax season is finished, and they'll know where they stand in terms of taxes due.

Someone should email an update about new business donations twice monthly so we know when checks come in. John Diesslin just donated \$5K, and we are making him a Leader (\$6,000 level) since he gave lots of in-kind for Molly's Playground. Scott (and others) will start big pushes for business solicitations in June.

Cara would like to put a dollar amount next to the name of each donation level on the website. McKenzie will add these.

We added EOY donors that would have qualified as a business sponsor to the 2022 sponsor list (at the appropriate level). Cara suggested we remove 2021 sponsors at some point. (McKenzie will keep both years on website until September—then remove prior year.)

Maybe decide when to contact potential yearly sponsors (Tessa). Thank them early in

year with letter, put us in your budget, commit now for YOY to get biggest bang for your buck; you can pay later and then we'll be back in touch to follow up in the summer.

Those who come in after YOY will be recognized through the following year's YOY.

**Status of email & mailer campaigns for companies without an assigned solicitor (Brian)**

All emails sent. No donations have resulted to date. Brian is working with staff on sending mailers to the remaining businesses without solicitors.

**4. Gala Update (Gala is 9/28/22 at Mt. Princeton Hot Springs) (Marji)**

**Jeanine has resigned from this committee, and we need a replacement.**

Entertainment – Looking at a comedian. Brian has lined up Chris Voth

(<https://chrisvoth.com/biography/>). Chris was the first comedian we hired several years ago for Boots & Bolos. **Karen will ask Patty Little for a room at Lakeside for the comedian.**

Alum Video – BGCA not doing these now. They don't do it for specific clubs. There is a website called Cameo that you pay folks to make a clip. **Brian and McKenzie will reach out to our BGCCC alums as to where they are now. Could create a video (or invite them to attend Gala in person) to speak. Karen will find YOY before 2013.**

Large Auction Items—Need everyone to brainstorm.

- ArkAnglers already committed float trip.
- Scanga has offered a half a cow.
- **Brian to ask Julie re. her Mexico condo.**
- **Maybe ask Brady's for LODO condo paired with Denver play. Brian??**
- **Maybe ask Sheryl Wight for Hawaii (Covid testing is strict there.) Brian will check with his peer at Santa Fe Club about a Santa Fe weekend trade w/ a Chaffee County weekend.**

Ticket Sales – Same amount; **Tessa will create our own Eventbrite account.**

Leader Sponsor Videos – We currently have four Leader sponsors (Diesslin, Fading West, Faricy Boys, Mt. Princeton). **Cara will be creating these videos again.**

Gala Marketing Plan – **Mckenzie executed last year and will lead efforts this year with Tessa and Brian, Marji as needed.**

**5. Molly's Playground Dedication on 4/8 (Brian)**

Great VIPs in attendance—board, former board, in-kind donors, big donors, etc. They heard about the event by email and newspaper. Great to have kids there. 4 PM on Friday is a good time.

**6. BV Capital Campaign Update (Scott)**

Kick-off virtual meeting is on 4/19. \$1.5 million already committed (we're still in the "quiet phase.")

Cara will send a meeting reminder. Here are the links to sign up:

Tuesday April 19th

10am registration link: <<https://www.eventbrite.com/e/304837125047>>

<https://www.eventbrite.com/e/304837125047>

5:30pm registration link:

<https://www.eventbrite.com/e/buena-vista-building-great-futures-leadership-team-530-pm-meeting-tickets-304820485277>

#### 7. **Grant Report (Brian)**

We did not get an increase from the towns of BV or Salida since we were already “locked in.” A combined amount of \$12,500 was given (\$5K BV and \$7,500 Salida). Brian had asked for \$17,500. Brian should approach town of Poncha Springs (maybe trustee Katie Davis) to make up the \$5,000 gap.

BGCCC will receive \$25K from Colorado Health Foundation as gap funding since we are losing \$68K. Brian will be the rural rep for CO Alliance of BGCCO and serve on the search committee for a new alliance director.

Brian has applied for the Xcel Energy grant, max of \$15K.

Brian will check on Ride the Rockies grant since the race is coming to Salida this summer.

Meeting adjourned at 1:55 PM

Notes by Karen Dils