



2020 Spring Fundraising Update 6-18-20

Special fundraising efforts since *The Toast* was cancelled* in mid-March have yielded, to-date, a total of \$40,262 in individual one-time gifts.

This compares to “on-the-day” one-time gifts totaling \$35,644 made at the 2019 event.

*In addition, cancellation of the 2020 event resulted in savings of approx. \$12,000 in venue, catering, wine, A/V, printing and other expenses.

The three key components of these recent efforts were:

Toast In-Lieu Giving Campaign

(Table host invitee follow-up asks, plus e-mail & social media campaign)

119 gifts totaling **\$29,457** Average gift \$248

Spring Appeal

(Hard-copy mailing to 200 selected donors, plus e-mail and social media appeal)

57 gifts totaling **\$9,605** Average gift \$169

Give BIG Crowdfunding Campaign

13 gifts totaling **\$1,200** Average gift \$92

Other Spring Fundraising Highlights:

New Donors

40 of the recent gifts were from first-time donors, including **10** volunteers who had not previously made monetary contributions to the DRC.

Monthly Giving Commitments

8 new monthly donor commitments have been made so far in 2020, and nearly all monthly donors have renewed their commitment, for a total of **62** donors now giving on a monthly basis. Our 2020 goal is 65 monthly donors. Revenue from these giving commitments is approx. **\$3,400** per month – more than **\$40,000** annually.

Leadership Circle Donors

4 new donors have joined the Leadership Circle, through one-time gifts of \$1,000+ or giving commitments of \$83 or more per month, for a total of **33** donors giving at this level. Our 2020 goal is 35 donors at the Leadership Circle level.

Business Partners

All of the businesses who had either already paid or made commitments to the DRC for 2020 were contacted when *The Toast* was cancelled, and **100%** of them indicated that they wished to support the DRC regardless of the event going forward – securing a total of **\$16,500**. Key previous sponsors who did not recommit support for 2020 included Harold Carr and Titus Will. Support from the Chehalis Tribe for 2020 is YTBD.