

The Toast 2022

Sunday, April 24th, Olympia Hotel at Capitol Lake

Overview, Preparation Priorities and Board Support Needs



Event Overview

- Free event, but with encouragement to give.
- Per State liquor license requirements, attendance is by invitation (table host model), RSVPs are required, and the event cannot be promoted to the general public.
- Exposure to and engagement with key business, judicial, government and community leaders a concurrent key goal for event.
- Connection and engagement opportunity for DRC family (volunteers and supporters). 30th anniversary celebration.
- Hors d'oeuvres provided by hotel (\$5,000 ballroom rental waived). Local business vendors include chocolatiers, bakeries, wineries, distillery, brewery and cidery. Vendor food donated, but alcohol purchased at-cost (per liquor license requirements). *Most vendors already secured.
- Normally emphasis on social interaction and connection with brief formal program (DRC update, keynote/testimonial, Peacemaker Award, "ask").
- In-lieu donations encouraged if invitees unable to attend or uncomfortable participating.

DRC's Foundational Advancement Models, Approaches & Goals

- Donor-Focused vs. Activity-Focused – Emphasis on each donor's level of support/commitment for the year, regardless of giving/solicitation mechanism (event, appeal, personal ask), rather than emphasis on fund-raising activities and their respective gross and net, in isolation. (In-line with budget revenue categories). **2022 Budgeted fundraising goal for Individual Donors: \$150,000**
- Business/Community Partnership vs. Sponsorship – Emphasis on charitable support – affinity/alignment with our mission & vision, rather than sponsorship/quid-pro-quo (ie. implied promotional benefit). **2022 Budgeted fundraising goal for Businesses: \$35,000**
- Giving-Focused/Relationship-Building Events vs. Transactional/Margin Based Events (ie. no ticket sales, pledge-gathering, raffles, etc.)
- Relationship-building and increasing awareness of the DRC's services and resources are concurrent goals for outreach to businesses and individuals. These support DRC budget revenue goals for mediation fees, facilitation fees, custom training, etc.
- Our capacity-building needs and goals continue to underly all fundraising efforts.

Open Houses – Expanded DRC Facilities

- Events introducing the new and renovated DRC offices will be held for the DRC Family and the general public, emphasizing service, access and equity enhancements made possible by on-going capacity-building efforts. Dates to be determined, based on progress of move, renovations, and tech set-up, as well as when most strategically advantageous.

Health & Safety Considerations

- Conversations are ongoing with the hotel and our peer non-profit organizations re in-person events in 2022 and health & safety protocols.
- The hotel has installed new high-volume HVAC systems in the ballroom. All hotel/catering staff will be masked. Masking required in all public areas – lobby, foyer, etc.
- The ballroom capacity and number of guests per table will be reduced as a social distancing measure (following example of other events being held in this venue).
- Masking in the ballroom, except when eating and drinking, will be encouraged.
- Toast hosts and attendees will be required to show proof of vaccination upon entry to the hotel. All table host recruitment & orientation, and promotion/attendee communication will emphasize this requirement and other health & safety protocols.
- Contingency planning in the event of increased public health concerns or restrictions related to new COVID variants/up-turn in cases and/or host/attendee reluctance. Options may include day-long indoor/outdoor open houses at new DRC offices and/or in-lieu giving campaign (as per 2020 and 2021).

January – February Priorities

Table Host Recruitment, Orientation & Support

- Goals – 25-30 table hosts & 200-250 attendees, to be determined based on social distancing/capacity limitations (vs. previous goal of 350+ attendees).
- Former table hosts will be contacted in January (by Joe) to introduce plan for 2022 event, health & safety protocols, etc. and “take their temperature”, as far as comfort level with attending and inviting others to an in-person event, and in-lieu options to support the DRC if not comfortable with attending.
- Need for new blood – new hosts & new audiences, including encouraging more DRC volunteers to participate, especially the large number of volunteers new to the DRC in the last two years (most have only interacted with us virtually and have never attended an in-person DRC event or training of any kind).
- Joe will provide table hosts with orientation materials, promotional/communication tools, invitations, templates, and scripts/talking points, as well as personal coaching, as needed.
- Proactively recruit business, local government, organization & faith community tables.

Support Needs:

- All Board members expected to host a table (or at least partial table), invite guests and solicit in-lieu gifts. *Start thinking about who you might invite and/or ask for in-lieu gifts.
- Veteran Board table hosts (and other veteran table hosts) mentor/coach new Board members hosting for first time
- Host recruitment follow-up calls, as needed (Joe will provide list) – 1-2 Board members

Theme & Program

- The 2022 Toast will be a belated 30th Anniversary celebration for the DRC – theme “30 Years of Building Community”.
- The program, slide show and a special commemorative booklet will focus on the DRC’s legacy, evolution and impact over the past 30 years, as well as reflecting on how we have navigated COVID, and our vision for the next 30 years.
- A client has been identified and will be approached re giving a personal testimonial.

Support Needs:

- Identify MC (Board member?)
- Identify potential Ask speakers - sharing “why” (Board member, other donor?)

Peacemaker Leadership Award

- Publicity/call for nominations launches early Jan. including E-mail blast, social media, publicity in Thurston Talk, JOLT, Olympian, Work in Progress, etc.

Support Needs:

- Solicitation of nominations – All Board members
- Nominee vetting committee - One lead (prior experience) + 2 additional Board members

Business Partner Outreach (ongoing throughout 2022 & beyond)

- Approach to business outreach – emphasis on identifying and aligning with companies’ specific interests and philanthropic focus as a Business Partner vs. traditional event “sponsorship”, which many businesses are moving away from anyway.
- 2021 and past Business Partners are being personally followed-up by Joe in Dec.-Jan.
- Talking points, 2021 service/impact stats and other resources will be provided in a new central Community Engagement Resources section of the Board Portal.
- High potential business and attorney prospects are being identified and initially approached by Joe, with potential for personal follow-up meetings also involving Jody, Board members or other volunteers. A consolidated business partner prospect list with follow-up assignments and status will be created and shared.

Support Needs:

- Identify businesses and law practices where you have personal connections with owners/managers/staff. Share leads with Joe and determine best approach for next steps, which can involve Board members to the degree that they are most comfortable (from going solo to teaming to making introductions for Joe/Jody to follow-up).

Event Ambiance & On-The-Day Logistics

Support Needs:

- Identify and approach prospective new businesses to donate (& ideally prep) floral centerpieces and other decorations
- Recruitment and coordination of set-up, chocolatier/winery support, tear-down and other on-the-day tasks by Board members, other DRC volunteers and DRC staff (knowledge of and prior experience with Toast logistics helpful).