

# Capacity-Building Campaign Roll-out Update 4/15/21

## Recap

### **4<sup>th</sup> Quarter 2020 Pre-campaign Phase**

- Give Local crowdfunding campaign tied to immediate tech capacity needs, acquiring new donors
- Year-end appeal to donors last 4+ years, introducing capacity themes
- Secured Dept. of Commerce/CARES funding
- Secured Administrative Office of the Courts funds for Eviction Prevention
- Began current Business Partner outreach for 2021 renewal
- Began Grant applications and Tribal funding requests
- Began conversations with key Lead Donor prospects
- Board commitment!

### **1<sup>st</sup> Quarter 2021 “Quiet” Phase**

- Introduced DRC volunteers & other key stakeholders to capacity vision, goals and campaign
- Developed initial Campaign Overview and web page
- Recruited campaign “champions” - for peer-to-peer asks, word-spreading;
- Secured key Lead Donors & began giving commitment conversations with Board members and Leadership Circle donors.
- “Volunteer Challenge” Appeal (mailed and e-mailed) from campaign chairs
- Initial Grant applications and Tribal funding requests, secured renewal commitments from key current Business Partners (Twin Star, WSECU, Oly Fed, Port Blakely, Heritage Bank, Kiley Juergens, TCBA, etc.)

## Next Steps

### **2<sup>nd</sup> & 3<sup>rd</sup> Quarters 2021 Public Phase Roll-out**

- April-May – Secure giving commitments from Board members and Leadership Circle donors (Jody, Joe & campaign chairs)
- Week of April 18<sup>th</sup> - Guidance, tools and talking points provided to campaign champions (30 committed so far – recruitment continuing)
- Late April – early May - Outreach by champions to friends, family, colleagues (Toast in-lieu model); “Judges Challenge”.
- Week of April 25<sup>th</sup> – Mailed appeal sent to approx. 600 past donors and prospects
- Week of May 2<sup>nd</sup> – E-appeal (follow-up to mailed appeal recipients + addl. community audiences)
- May 4-5 – Give Big WA crowdfunding campaign (DRC portal focused on capacity needs), promoted primarily through social media
- May – June – Begin “virtual house parties” (pre-schedule dates/times when staff and campaign chairs are available, combine multiple small groups as appropriate)
- Ongoing – Funding proposals to Foundations & Tribes, Outreach to new business prospects

## Area of Focus for Individual “Investment” (Giving)

- **BOTH-AND (vs. Either-Or) Giving (Goal: \$125,000 total for FY 2021)**  
ie. Support to BOTH Maintain Current Programs/Operations AND Build Capacity for Service, Access and Equity
- **Increasing number of Leadership Circle-level Donors (\$1,000+/year)**
- **Increasing number of Monthly Sustaining Donors (credit card or auto-bill-pay)**
- **Increasing percentage of DRC volunteers who also contribute financially**
- **Acquiring new, first-time donors**