

Community Engagement Plan & Priorities - Fall 2022

Focus / Activity	Dates/Timeframe	Board Support Needs
Individual Donor Stewardship & Outreach *Need to raise addl. \$85,000 in Sept-Dec. from Individual donors to reach 2022 operations and capacity-building goals.	Ongoing	Make 2022 Board giving commitment if you have not already done so.
Personal "touches" by Joe, Jody, Board members, CB co-chairs and former Toast tables hosts with a particular focus on those donors who gave in 2021 but have yet to give in 2022.	Ongoing	Board members personal follow-up with Toast, Open House and in-lieu FR campaign contacts *Check in with Joe re names and 2022 giving.
Special Thank You card mailing to monthly donors	Mid-Sept.	
Capacity-Building Initiative Mid-Point Update & "Soft Ask" from Jody to volunteers, current & prospective individual donors and business supporters.	Mid-Sept.	Share e-mail with personal and professional contacts.
Volunteer Engagement efforts and new activities to enhance sense of "ownership" and encourage financial support by volunteers, especially newer and younger volunteers.	Ongoing	Julie & CE Committee, coordinating with Robyn and Logan.
Business Outreach		
Personal follow-up with 2022 Business Partners to set stage for 2023 (CB update) & 2021 Business Partners who have yet to renew support for 2022.	Ongoing	
Identify key business projects and approach to orient to DRC and seek support.	Ongoing	Board members leverage business contacts and make introductions.
Increase visibility of DRC resources to businesses through partnerships, events and advertising w TC Chamber & EDC.	Sept.-Nov. - Chamber VOICE magazine ads re Workplace Mediation, Facilitation & Training	Board representation at Chamber and EDC events (See Affinity Networking).
Attorney Outreach		
Increased proactive outreach to attorneys/law firms - focus on CB access & equity goals with Training Scholarships as tangible "hook".		
Personal outreach to attorneys/law firms - previous donors	Sept.-Dec.	Need Board members / volunteers with contacts in the legal community to "front", lead, make connections and support these efforts.
Personal outreach + mailing to attorneys/law firms who have no giving history with DRC	Sept-Dec.	
Approach TC Bar Assoc., Govt. Lawyers Bar Assoc. & WA Women Lawyers re funding and assistance with outreach re Training Scholarship FR effort.	Sept-Dec.	
Affinity Networking		
Identifying Board member affinity groups and scheduling/supporting networking opportunities.	<ul style="list-style-type: none"> - Healthcare follow-ups (DJ) - EDC Real Estate Forum - Sept. 22 (KP) ; - CEILO grand opening - Sept. 30 Shelton (___) & Oct. 1 Olympia (AV); - SSP Philanthropy Day - Nov. 15 (___); - EDC Economic Forum & Expo - Dec. 1 (___); - Monthly Chamber Luncheons & Business After Hours events. 	<p>Discuss Affinity group connections and interests with Joe. Commit to at least one networking event of interest.</p> <p>*Stock up on DRC materials "buffet" at Sept. 21st Board meeting.</p>

Community Communication		
2022 Community Impact Report - Mailing to 2,900 businesses, govt. officials, attorneys, unions, churches, schools, counselors, foundations, donors and volunteers; + distribution via emailings & social media.	Early-mid September	Share emails and social media posts with friends & colleagues. Pick up copies at Sept. 20th Board meeting to share with contacts.
Community Conflict Resolution Month - Focus on social media posts related to basic conflict prevention/resolution and communication skills.	October	Share social media posts with friends & colleagues.
Planned Giving		
Board education overview of planned giving and "Leave 10" campaign.	Sept. 21st	Become more knowledgeable and comfortable talking about estate planning and planned giving.
Partnership with Community Foundation & promotion re "Leave 10" campaign & National Estate Planning Week (Oct. 17-23)	October	Board representation at CF estate planning event Oct. 21st.
Targeted personal mailing and communication to DRC donors and volunteers re legacy giving and "Leave 10" campaign.	October	Testimonials re "why" and commitment to work of DRC.
Planning for Estate Planning/Planned Giving Workshop in early 2023 for DRC supporters and volunteers. Involve Bob Heck and possibly partner with TCCLS & other partner NPs.	Oct.-Dec.	
Fall Giving Campaigns *Need to raise addl. \$85,000 in Sept-Dec. from individual donors to reach 2022 operations and capacity-building goals.		
State Combined Fund Drive - Encourage state employees (including current volunteers and donors) to support the DRC through CFD pledges.	Sept.-Nov. (Kick-off breakfast Sept. 15th)	Board members at state agencies - pursue opportunities to talk up DRC with colleagues.
Give Local Crowdfunding Campaign with Community Foundation - Focus on tech needs and/or training scholarships as tangible CB needs that donors can support.	Nov. 7-18 (Campaign platform content deadline Oct. 14th)	Become a Give Local "champion" - Share social media posts and email communication.
Year-end Appeal - Mailed, email and social media appeal for year-end gifts. Personal follow-up with key 2021 donors who have not given as of late Nov.	Nov. 25 - Dec. 31	Share emails and social media posts with friends & colleagues. *Check with Joe re key stewardship contacts who have yet to give in 2022.

Calendar

September		
Chamber VOICE Mag Ad - DRC Resources for Businesses		Dates TBD
WA State Combined Fund Drive Communication re Supporting DRC		Sept. 6-9
Community Impact Report Distribution - Mailing, E-mailing & Social Media		Sept. 13
Capacity-Building Mid-Point Update		Sept. 15
TY Cards to Monthly Donors		Sept. 21
Board Mtg FR Ed Presentation - Planned Giving		Sept. 22
EDC Real Estate Forum		Sept. 30
CEILO Grand Opening (Shelton)		
October		
Chamber VOICE Mag Ad - Half-day Conflict Crash Course		Month-long
Community Conflict Resolution Month - Awareness and skill-building social media campaign		Oct. 1
CEILO Grand Opening (Olympia)		Oct. 10-14
"Leave 10" Planned Giving Mailing to Donors and Volunteers		Oct. 17-23
Estate Planning Week Promotion (with Community Foundation)		Oct. 20
Estate Planning Online Workshop & CF Estate Planning Event		
November		
CF "Give Local" Crowdfunding Campaign		Nov. 7-18
South Sound Partners Philanthropy Day Reception		Nov. 28
Year-end Appeal Mailing		
December		
EDC Economic Forum & Expo		Dec. 1
Year-end E-Appeal #1 (Email & Social Media)		Dec. 5-9
Year-end E-Appeal #2 (Email & Social Media)		Dec. 28