

Community Engagement* Update – April 2024

*Fundraising / Marketing & Communication / Outreach / Training Promotion & Support

What We're Celebrating

- A record number of nominations (6) for the 2024 Evan Ferber Peacemaker Leadership Award, and the selection of Rev. Corey Passons to be recognized this year.
- Expanded community outreach activities, involving several staff and volunteers, which has enabled us to increase awareness of the DRC's services and resources among more diverse audiences. Recent outreach highlights include:
 - o Tabling at Lacey HOA (Homeowners Association) Academy, focusing on our housing support contract with the City of Lacey, which includes HOA-related mediation in addition to landlord-tenant focused services.
 - o Lacey Cultural Celebration, featuring family-friendly activities to raise awareness and teach skills.
 - o Hawks Prairie and Gateway Rotary Club presentations.
 - o Capital Medical Center Women's Clinic Resource Fair.
 - o Tabling at Thurston County Chamber of Commerce luncheons.
 - o Women's Sphere of Influence Luncheon.



What's Happening Now



- **Promotion of new 10-Hour “Conflict Resolution Tools for Organizations” online training**, to be offered May 1st & 2nd.

Promotional efforts have included greater focus on private sector businesses (public sector employees historically have made up the bulk of our training participants). Promotion has included fliers, ads in the Thurston County Chamber's VOICE magazine (distributed to 2,500 local businesses), and prominent mentions in the Thurston Economic Development Council's weekly e-newsletter (sent to 3,400 members).

- **Full-page ads in the Thurston County Bar Association's “Legal Brief” e-newsletter**, highlighting the DRC's services and encouraging volunteer involvement and financial support by members of the legal community. These bi-monthly ads, to run through the end of 2024, are an in-kind donation by the TCBA.
- Preparation for the **Give BIG Washington** crowdfunding campaign and the **DRC spring fundraising appeal**, set to launch in May, shortly after the Peacemaker Celebration.

- **Stewardship calls by Board members to donors**, thanking them for their support of the DRC and personally inviting them to our May 5th event. THANK YOU to everyone who's making these important connections.

What Support We Need

- **Help with preparations, set-up and tear-down for our May 5th "Celebration of Peacemakers" event**, as well as greeting and schmoozing with guests during the event itself. If you haven't already done so, please connect with Joe re your availability and specific assistance needs.
- **Complete your donor stewardships calls as soon as possible if you haven't already done so.**