



Dispute Resolution Center
OF THURSTON COUNTY

Community Engagement* Update – December 2022

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

What We're Celebrating

- A record \$3,150 in online gifts given to the DRC through the Community Foundation's *Give Local* crowdfunding campaign. While this is a fairly modest amount, it includes some new first-time donors and many who primarily/only give to us through this campaign.
- As a result of our *Leave 10* campaign outreach, three supporters recently shared with us that they've included the DRC in their estate plans, bringing the number of (known) donors in our Legacy Society to 15.
- Our Facebook followers recently surpassed 900 and are on-track to reach 1,000 in early 2023. Please share our posts and encourage your social media contacts to Like and follow the DRC to help us reach this milestone.
- Hiring Robert Hunt as our new Communication and Development Specialist. Among his areas of focus, Robbie will be beefing up our social media content and reach, including mission & impact-related infographics and launching our Instagram presence.



What's Happening Now

- Our year-end fundraising push, which includes personal follow-up with key major donors, 475 personalized appeal letters to current and past donors (as well as volunteers who have not contributed financially), a Dec. 8th email and social media appeal, and a final email and social media blast on Dec. 28th.

What Support We Need

- Board member participation on a joint Board/Staff Task Force to re-envision, plan and help coordinate Volunteer/Donor Engagement Events and Activities. We hope to offer more options that appeal to newer/younger volunteers and donors, as well as traditional volunteer/donor and community audiences. This may include a Peacemaker Award presentation event, volunteer appreciation events, education-oriented events, a Community Conflict Resolution Month (Oct.) event, and other options.
- Continue to assess your personal and professional connections, and discuss your comfort level and involvement in donor stewardship, business outreach and "affinity networking" with Joe as part of fundraising/outreach planning and goal-setting for 2023.