



Community Engagement* Update – February 2022

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

What We're Celebrating

- Stewardship/appreciation calls & “why” conversations with 50 key donors by Board members.
- Record one-month website traffic in January – 3,359 page views and 1,189 new visitors – in-part as a result of the early January social media blitz that linked to website content.
- Successful promotion of February Facilitating Effective Meetings training, with 16 registrants – local and state-wide.
- Input and support from former Toast tables hosts (most of whom are long-time DRC volunteers and donors) that is informing our spring event and giving campaign plans.
- Recognition of Joel Greene (one of our founders and still an active volunteer mediator and trainer) as the NAFCM Volunteer of the Quarter. Specifics and communication re an online recognition event TBD.

What's Happening Now

- Promotion of new half-day Workplace Conflict online workshops to businesses, organizations and government agencies, including advertising through the Thurston County Chamber, e-mail blasts and social media. 20 Registrations – from as far away as E. Washington and Arizona - already received for the initial March 23rd workshop.
- New DRC Overview & Update (“white paper”), Impact Stats, and aligned Talking Points to be used in outreach efforts by Board members, former Toast hosts and other capacity-building “champions”.
- Initial planning and logistics for April 24th Open House, including tent and table rental, catering, chocolatiers, signs and printed materials, videos & PowerPoints, and preparation of the building for “company”.

What Support We Need

- Continue to spread the word and encourage nominations for the 2022 Peacemaker Award – nomination deadline is March 11th. We also need three Board members to serve on the nomination vetting committee.
- Commit to outreach to friends, family and colleagues re the April 24th Open House and concurrently soliciting contributions in support of ongoing capacity-building efforts. Sample messages and promotional tools to be provided by early March.
- Continue to identify businesses and law firms as prospective new supporters and make connections for follow-up, or personal approach utilizing new talking points, etc.