



Community Engagement* Update – January 2022

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

What We're Celebrating

2021 Donor & Individual Giving Stats

- A total of \$125,616* was received from 264 Individual Donors in 2021 (Goal \$125,000)
*Per donor records database. Reconciliation with \$124,686 Individual Donations total in financials is currently underway
- Year-end appeal brought in 67 gifts totaling \$16,593
- Individual giving increased more than 50% from 2019, despite no Toast in 2020 or 2021
- \$43,166 given through monthly donor commitments (credit card, auto bill pay & CFD)
- Volunteer Giving (including by Board) totaled \$72,456 - 58% of total individual giving

Major Donors

- 9 new Leadership Circle (\$1,000+) donors in 2021
- 50% of Total Individual Giving came from 18 donors (6% of total donors)
- Top 20% of donors (those who gave \$500+) accounted for 76% of total giving

Marketing & Communication

- Social Media Blitz: Utilizing a windfall advertising credit from Facebook, 8 “boosted” posts were placed in early January promoting upcoming public trainings, DRC resources for businesses & organizations, and the benefits of mediation (Spanish & English, including ResWA cartoon videos & “10 Reasons to Choose Mediation”). These posts have, to-date, had a total Reach of 23,632 and generated 398 Likes and 74 Shares. “Harvesting” of new Likes is helping us approach the milestone of 800 Facebook followers.
- Works in Progress published an article in its January issue highlighting the impact of our Eviction Resolution Pilot Program in reducing evictions in Thurston County.

What's Happening Now

- Publicity for Peacemaker Award call for nominations, including e-mail blast (to 1,689 people), social media posts, articles in The Olympian (print and online) and Thurston Talk.

What Support We Need

- Stewardship/appreciation contacts & “why” conversations with key donors (approx. 50)
- Help spread the word and encourage nominations for Peacemaker Award
- Continue to identify businesses and law firms as prospective new supporters and make connections/introductions for follow-up.
- Support contingency plans in the event The Toast is not held (to be discussed)