



Dispute Resolution Center
OF THURSTON COUNTY

Community Engagement* Update – January 2023

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

What We're Celebrating

- The **Year-end Appeal** has brought in 60 gifts totaling \$12,739 so far, with appeal-generated donations continuing to trickle in. Approx. 55% were mailed checks and 45% online donations. *Thanks to Mickey and others who shared our year-end appeal email blasts and social media posts.
- We had **26 new first-time donors** in 2022, mainly from the spring Give Big and fall Give Local online campaigns. In addition we **“recaptured” 26 previous donors** who had lapsed in 2021 but gave again in 2022.
- A new record for number of donors - 46 - giving at the **Leadership Circle** (\$1,000+) level in 2022, an increase from 33 Leadership Circle donors in 2019. Average amount of giving by many of these top-tier donors decreased in 2022, however.

What's Happening Now

- In 2023 we plan to **re-focus on the human element** of our services and capacity-building investments - gathering and sharing client, volunteer and training participant stories, feedback and testimonials - emphasizing examples of advancing our access and equity goals.
- **Training Scholarships**, as one tangible aspect of our commitment to our access and equity goals, will be a major focus of fundraising efforts in 2023. We are in the process of operationalizing the selection criteria and the application process. A set of talking points, specific to Training Scholarships, will be provided to Board members as an additional resource for outreach efforts.
- Promotion of a new three-part series of **Conflict Crash Course half-day trainings**, intended to be a lower-cost introduction to basic communication and conflict resolution skills, as another part of our emphasis on access and equity, and a stepping stone to our 40-Hour Mediation Training, with the long-term goal of increasing the diversity of our mediator pool.
- We're **“re-booting” our outreach to the legal community** (one of our strategic goals) – tying it more closely to the new Training Scholarships as a tangible “hook” and case for support. Our initial focus will be connecting with attorneys with a history of support to the DRC, including those in board positions or who have influence in the TC Bar Association, Government Lawyers Bar Association and Washington Women Lawyers.

- Publicity and communication seeking nominations for the **2023 Evan Ferber Peacemaker Leadership Award** will start in late January (see below).

What Support We Need

- **Help spread the word about the DRC seeking Peacemaker Award nominations**, including sharing our upcoming email blasts and social media posts, and consider who you, yourself, might nominate.
- Board member participation in the ad-hock **vetting committee for Peacemaker Award nominees** – ideally three members with the chair having experience with the process from previous years.
- Board member participation on a **Board/Volunteer/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 new 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 in 1:1 meetings to be scheduled in the coming weeks.