



Dispute Resolution Center
OF THURSTON COUNTY

Community Engagement* Update – May 2022

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

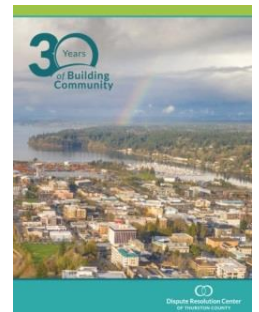
What We're Celebrating

- Successful Open House attended by more than 150 people, including many elected officials, judges, community leaders, supporters and both long-time and new DRC volunteers.
- Record number of Loves/Likes (114) for Facebook post with Open House photos and highlights. The DRC's Facebook following has now grown to 828.
- New record high website traffic in April – 3,640 views and 1,609 new first-time visitors. Most visited pages included Eviction Resolution & “10 Reasons to Choose Mediation”.
- Twin Star C.U. donation of computer monitors.
- Majority of recent online donors are now covering the credit card processing fee, (generating an equivalent 3% net boost to contributed revenue), thanks to new option added to our LGL Forms/Stripe e-commerce platform.



What's Happening Now

- Special mailing to all current Volunteers, DRC founders, and Leadership Circle donors who did not attend the Open House with our commemorative book, *30 Years of Building Community*, our New Beginnings brochure, a window cling, a contribution/commitment card, and a special cover letter from Jody thanking them for their commitment to the DRC and inviting them to make an investment for 2022 in our ongoing capacity-building efforts.
- Spring Appeal, which includes targeted personalized letters to past and potential donors who have not given so far in 2022, followed and complimented by an e-appeal (email blast and social media) later in May.
- Soliciting nominations for Outstanding Volunteer(s) for 2022, to be presented at the DRC Picnic – along with the Peacemaker Award. The picnic date has been set for Wednesday, August 17 (location YTBD).



What Support We Need

- Follow up with those you reached out to re attending the Open House and/or contributing. Personally contact and thank those who gave.*
*Touch base to cross-reference your contacts and gifts received with Robyn Togesen (rtogesen@mediatethurston.org). Robyn is processing gifts that have and continue to come in, and is entering them into our donor database. She has the lists that you provided of the people you reached out to.
- Continue to think about your personal and professional contacts and how you might share your “why” about the DRC and look for opportunities to connect the DRC’s mission and work with your contacts’ situation and interests (using approach introduced and practiced at previous Board meetings).

Board Fundraising Education:

Sound Sound Partners for Philanthropy workshop on “Board Stewardship” 5/4/22

Take-away: 3 Key Expectations for Board Members:

- Give Yourself (have you made/renewed/increased your giving commitment for 2022?). Goal is 100% Board financial support to the organization, at whatever level is comfortable for each individual and their circumstances.
- Analyze Your Network (who do you know with whom you can share your involvement with the DRC, your “why”. and info. about the DRC’s work?).
- Be Ready with a Story to Share with your contacts in both planned and spontaneous interactions (make “mission moment” sharing and practicing part of every Board meeting).

Donor-Centric Fundraising – Topic for June meeting

Focus on each individual contributor’s and potential contributor’s circumstances, interests and passions, past giving and potential, rather than on “fundraisers” (fundraising activities).

Planned Giving & Estate Planning – Topic for Fall meeting (outside speaker?)

When to bring it up and how to talk about it.

Giving “vehicles” (wills, retirement plans, insurance policies, annuities, etc.).

Possible estate planning/planned giving workshop offered to all former and current volunteers and supporters.