



Dispute Resolution Center  
OF THURSTON COUNTY

## **Community Engagement\* Update – November/December 2021**

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

### **What We're Celebrating**

- 2021 Community Impact Report distributed in November (2,400 by mail, 2,150 via Constant Contact email; plus Facebook, Instagram and LinkedIn)
- Rabbi Seth Goldstein's viral sharing of DRC communication to his numerous Facebook, LinkedIn and Twitter followers (a best practice role model we're encouraging others to emulate)
- Website traffic in October of 3,339 set a new record and was 43% increase over Oct. 2020 (most-visited pages were: 1. 10 Reasons to Choose Mediation [frequently our most popular page], 2. Eviction Resolution, 3. Mediation Services, 4. Upcoming Trainings)
- Give Local crowdfunding campaign, promoted through email and social media (41 gifts totaling \$13,000 raised + all donations will be partially matched - % YTBD)
- \$10,000 anonymous volunteer gift to our Capacity-Building Initiative
- Conflict Resolution Month/volunteer recruitment PR campaign continued through Oct. (includes 2021 Outstanding Volunteers feature story in JOLT, blurbs in The Olympian, Thurston Talk and Works in Progress, and PSAs on 5 local radio stations – KGY and KYYO alone each ran 75 PSAs in October.)
- Growing following for new DRC LinkedIn presence

### **What's Happening Now & Coming Up**

- Year-end Appeal and final push to reach/surpass \$125,000 2021 goal for individual giving (includes targeted mailing to 500+ key individuals, Constant Contact emailings and social media)
- Feature story on the DRC in JOLT (Journal of Olympia, Lacey, Tumwater) – timing YTBD
- Increased outreach to local businesses and attorneys
- Increased Board involvement in fundraising and outreach (including new Community Engagement Committee)
- New, re-designed 40-Hour training manuals
- Ramp-up for the 2022 Toast (April 24th), including table host recruitment
- Publicity for Peacemaker Award call for nominations

### **What Support We Need**

- Spread the word about our year-end appeal by sharing emails and social media posts with friends and family
- Follow DRC on social media and share our posts
- Continued encouragement for volunteers to also contribute financially (only 32% of active volunteers have given so far in 2021, as of Nov. 30)