



Community Engagement* Update – October 2021

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

What We're Celebrating

- Surpassing \$100,000 mark in Individual Giving (2021 Goal: \$125,000)
- Two volunteers committed \$17,000 total to Capacity-Building Initiative
- Successful "Judges Challenge" raising \$6,300 from active judges (80% increase in giving over last three years) plus \$6,200 from retired judges
- New Ads in Thurston Chamber "Voice" magazine and El Informador
- Conflict Resolution Month/volunteer recruitment PR campaign (blurbs in The Olympian, Thurston Talk, Works in Progress + PSAs on 5 local radio stations + 2021 Outstanding Volunteers publicity)
- New DRC LinkedIn presence
- DRC's Facebook following surpassed 750

What's Coming Up

- Give Local crowdfunding campaign (in partnership with Community Foundation)
- New Community Impact Report "30 Years of Building Community" (mailed to 2,400 + digital)
- Feature story on the DRC and volunteering in JOLT (Journal of Olympia, Lacey, Tumwater)
- Increased outreach to local businesses and attorneys
- New, re-designed 40-Hour training manuals

What Support We Need

- Become a "champion" for the DRC in the upcoming Give Local campaign
- Follow DRC on social media (Facebook, LinkedIn) and share our posts
- Help make new connections in business and legal communities
- Encouragement for volunteers to also contribute financially (currently less than 40% do)