**Present: C.K, A.B, Andrew N., Yvette Hammel, Jim Howland, Claire Steinberg, April L., Jason Kowlowitz, Amy Fisch, Cecilia Mitchell**

5:32 – Colleen Starts Meeting by sharing the agenda

Jim Howland kicks off meeting by briefly sharing agenda that Colleen shared.

5:34 – Colleen shares fundraising Progress Tracker

Carver has exceeded the unrestricted funding goal at $842,000 (107%)

Carver has increased its restricted funding. Including County funds. We are currently at 78% to goal

Discusses grants that are coming in which will allow us to meet goal as well as pledged gifts.

Benefit Goal: We are currently at $107,000 with $25,000 pledged.

1 thing we can do: fundraise after the event. Colleen and Anne have talked about strategy

**Overall, Carver is at 83% to revenue goal.**

Question: How have you come up with restricted goal?

Answer: Anne and Colleen have a spreadsheet that is based on gifts we have received before as well as forecasting for potential new gifts and percentage models. Also factors how risky a gift could be.

Foundations gifts have to be applied to every year but Carver usually gets them

Question: Where we at the benefit goal compared to where we were last year?

Answer: Colleen will send that. Estimation:

5:38PM: Impact 100

Last year we received 30,000 last year. Carver is in the last round for the grant. We will have a virtual site visit on May 5th, 2021 and they will announce their winners in June.

This year, it is the same model. One organization wins the $84,000. But if we don’t get the bigger gift there is still an option for a smaller gift.

5:39PM – Other fundraising news

Application to Mondier Jones appropriations bills.

Different types of programs for funding. Carver Center has applied for CAP. Looking into ways to apply for government funding.

LAPA is looking for opportunities through the American Rescue Plan

Hoping to bring back CAP by 2022.

Question: Is Port Chester one of those communities with government money.

Answer: Foundation funding had been restored to organization. Money restores some money lost. Funds are available to support digital education.

5:45PM – LAPA Work

Have brought on LAPA grants team to help. They will be looking into private funding opportunities for CAP.

Case for support:

Comment on Case for Support were helpful. Has been through a graphic design process. Will share case for support with donors. These will be donors that LAPA connected with through Donors Interviews, LYBUNT donors, and other donors that Colleen and Anne highlighted.

Grants: Working with Carver to expand the grants work. Will help with prospect research by using Instramental.

Prospects: Doing research for CAP to expand the funds for this program.

Will be sending lettings for LYBUNT donors specifically for major donors but also $100-$200 donors by May 2021.

5:48 PM – Benefit

Thank you, Yvette and Claire!

Run of Show:

Link will go out ahead of time.

Anne B: Pre-recorded session. Welcome, Our work this year, Thanking sponsors and

Carver Center video: 5 Min long video on who Carver is and our response during the COVID pandemic as well as Carver programming.

Anne B: Introduces Cassey who will do an impact speech and how Carver has impacted her life.

Cassey and Rashik: Impact Speech

Fund A Need: Live portion with Amy Popala. Will talk about where the funds go and the different levels to donate.

Anne B: Introduces Claire

Claire, Maureen, and Dinah make a speech about John Condon

John accepts award

Anne B: wraps up event as well as incentivizes donations to event

Questions: N/A

5:57 PM – Board Member roles

Yvette and Claire have been in contact to talk about Board Member lists.

What can board members do in this last week and a half before event.

Yvette: Board Members attack it personally. Yvette did a personal appeal. Yvette tells contacts what she will donate so contacts can donate at a higher amount.

Amy Fisch is sending wine bottles with invitations.

Yvette will follow up with board to see how they will be reaching out with the contacts and encourage the board to register for the event. Will as board how many of their contacts will be coming as well as how much they will be donating.

Claire: Suggests following up with contacts in an individual bases to get a sense of what will happen the day of the event.

6:01 PM – Carver Center Website

Colleen shares a new version of the event page. Has added 3 different buttons:

Register will not have ability to donate JUST to register

Sponsorship

Make an event donation: will look just like a donation page.

Comments: Looks cleaner and easier to use.

Will be live by 4/22/2021 by 10:00 AM

Jim: wants the page to be clean so that it is easier to donate and hold board members accountable since only about 2 board members have registered for the event.

Colleen:

We can tell everyone that website has been updated and contacts have registered for the event.

Claire: Do we want everyone to register even if contacts will be watching the event with their primary contacts?

Jim: tell the board to get people registered but also so send everyone the link even if they did not register

Email communications that go out from the organization, it can include language on an updated webpage as well as post on social media.

6:11 PM – Donor Advise Funds

Can you donor advise funds through the website.

Colleen will update the website to state that if you would like to donate through a Donor Advise Fund, donors can contact Colleen.

Colleen can list them event if Carver has not received the check yet. Carver can list them by their fund name or couple name.

6:12 PM – Fund-a-meter

“PLANTS”: Board members should have an idea of what they are planning to give to text in the night of. Colleen can also do it on her end to ensure that momentum builds up.

Board members should contact Colleen if they will be plants and at what level they will be donated.

6:14 PM – Thank you Card

Carver will be mobilized team so board members can write their handwritten note cards to donors after the event.

6:15 PM – Jim’s Comment

For board members who are not clear how to reach out to their contacts, maybe Claire, Yvette and Jim can guide members on how to do it. Jim’s suggestion, email 60 people to donate them and again 2 days before for follow up with a target approach for 1. Those who did not registered or donated and 2. Those who donated but not registered.

It will get helpful to be scripted for board members who do not have a problem.

6:20 PM – Journal

Updates on contact and solicitation, and content.

Content letter on the approach during the pandemic

Page honoring john Condon and the award he is receiving

Page on impact and Carver numbers (meals provided)

Page on programs

Page thanking donors and supporters

Page with board listing

6:23 PM

Can the Carver video be isolated for board members to use to show to their contacts? Yes.

Lindley will also be making shorter clips from the 5 min video to be tailored for more targeted fundraising approach afterwards.

6:26 – Additional Comments?

N/A