

PVS Development Committee Minutes
February 1, 2022 11am - 12:30pm ET

Committee: Rachel Osborn, Suave Gonzalez; Tom Slick (ex-officio)

Invited: Tom Lane, PVS visitor

Staff: Molly Clifford, Emily Cashell-DeSilva

The PVS Development Committee met on Tuesday February 1, 2022 from 11am [with interruption] to 12:40 pm ET via Zoom. All committee members and staff were present; Tom Lane was unable to join. After convenor Rachel Osborn welcomed everybody, the following agenda items were addressed:

1. 2022 committee. After discussion, Rachel Osborn was selected as chair for 2022. Committee members are Rachel Osborn and Suave Gonzalez. Tom, as PVS Board Chair, is an ex officio member. We discussed potential committee members; Tom suggested Gary Blanchard and Rachel will reach out to him. She will also contact Tom Lane again to assess his interest and availability to be a member. We will continue to seek prospective members, including looking at the current PVS visitor list for those who have development expertise.

2. Committee charter. We affirmed that the development committee charter that the committee had reviewed and approved again on December 9, 2021 was fine. Molly will get the dated version of this charter onto the Board portal.

3. Strategic plan, development committee responsibilities for implementation. We reviewed the development component of the approved 2021 – 2026 strategic plan and determined the following per numbered item for the years 2021 – 2022. [Refer to the 4-page document.]

Year 2021-22

1,2 - 5%.

1.2.a – Underway. Charity Navigator is not so useful as a measure for PVS. GuideStar is better; underway.

1.2.b – Molly will propose by April 1 three to five target geographical communities.

1.2.c – Use the DonorPerfect (DPO) ROI feature to assess cost and results of targeted activities, e.g., mail campaign, special events, etc. Rachel will assist Emily in looking at this if and as needed.

1.2.f, tailoring messages – Emily noted doing a second social media campaign. Also the recent targeted messages re RMDs. Suave podcasts are already underway - the week of February 10 is his podcast that promotes PVS.

1.2.g, sponsors and endorsers. Molly will fold this into the geographic target areas noted above - for visitor recruitment and also for continued giving. Look at churches that have given, for example Greenwich CT and Danbury. Identify visitors who can reach out to their churches - ask in a PVS coordinator and/or visitor Zoom who is willing and able to do this.

[We then had an interruption due to a fire drill or alarm at Friends Center. We reconvened at 11:50am.]

4.3.c – Social media is ongoing. There will be one social media campaign in 2022, Jessyca will be involved. Also, another event like the 2021 “Suave event.” Money is not a good metric for success, but people - individuals added to our database. Suave will do a podcast noting PVS twice a month.

4.5 – Communication, ongoing.

Year 2022

1.1, fundraising targets – We approved setting an Annual Fund campaign goal of \$207, 000 as a base (essentially, our 2022 operating budget) and will bring that to the Board. And a stretch goal of an additional \$25,000 as suggested by Tom. This could be to add to PVS reserves or to fund other priorities in the strategic plan. These would need to be defined. Rachel pointed out some priorities, like adding to our reserve, would be appealing to current Board and some existing donors; other goals would be appealing to other donors. These would need to be defined before this opportunity is promoted.

We also determined, that in order to look at the big cost out for the strategic plan, a joint meeting of the Finance and Development should be held. [As presented at the last Board meeting, the Development Committee had done some preliminary work on this.]

1.1.c, Levels of giving – Not necessarily at the standard ‘platinum, gold, silver’ levels but rather ‘if you give us X dollars, it will support Y number of visitors;’ similar to what was done in the event with Suave. Suave could do a “PVS special” in his podcast over the next two to three months and further suggested ‘if you give (for example) \$1,000 to PVS you will be listed as a sponsor of the podcast.’ Tom pointed out it needs to be worded correctly to make sure it is not unrelated business income. Considering the prospects for this visibility, this might appeal to universities that have criminal justice programs. Suave said the program can be recorded and rerun. Molly noted then it could be put on the PVS website. Tom can reach out to the college with which he is familiar for interest. Suave says he has 46 million listeners, some international. We felt 46 million people who had never heard about PVS would be a lot. Suave noted it is important to be up front about the goal - to recruit visitors and to raise money. [Would the podcast have a donation option?] Suave noted that, indicating it could meet the \$25,000 stretch goal.

1.3 – Ongoing.

1.3.a – Finance and Development have a joint meeting as discussed.

1.3.c – Ongoing.

1.6, Enhance annual fund campaign – Can we find local foundations that fund capacity-building grants? Molly intends to tie this into the geographic approach mentioned above. Suave cited the Bread and Roses Foundation in the Philadelphia area. He also suggested PVS hook into the Ford Foundation, they fund this type of thing. He also mentioned the Art for Justice Fund.

Discussing the donor acquisition campaign, Molly will report the results of the 2021 campaign at the Board meeting. In 2022 we need to 1) get back to the new donors who responded to this campaign; and 2) go back to the organizations that approved the use of their lists, the same 20,000 addresses, and send them another appeal. Molly noted the 2021 donor acquisition effort cost a total of \$12,791: list rental, printing, and postage. This number is included in our 2022 budget. She will utilize a different time period, not the same as our standard year end appeal, either in September or October, 2022.

2.2.e – Molly will tie this into the above mentioned geographic target approach.

4. 2021 fundraising results. We agreed to defer the review of this report to the upcoming Board meeting at which it will be presented. Molly noted that we need to review our definition of ‘major donor.’ Rachel had reviewed our donor database in 2021 and done some segmentation regarding major gift and planned gift prospects. Rachel, Molly and Emily will meet offline to review these categories and see what adjustments and tracking need to be made in DPO. Staff will reach out to Rachel for a date.

5. Annual fund campaign and upcoming appeals for 2022. We had previously approved the Annual Fund goal which will be reported to the Board for its approval. The Board goal is \$20,000. We have a Board pledge form now. Rachel offered to be the point person for the Board to ask them, via this report, to make their pledges in the first quarter of 2022 and to complete those pledge forms by April 1, 2022. Tom noted this would help the development committee do its work.

In terms of the annual development calendar, the next appeal date is April 2022, an email appeal. Molly and staff will work on this and ask committee members for assistance as necessary. Next, she would like to do an online fund raising event, similar to the "Suave event," in June 2022. She would like to go back to Ray Hinton to see if they could do it this year. Suave mentioned controversies with potential speakers that might need to be investigated. Confirm the speaker's platform.

6 and 7, other fund raising strategies other possible achievements in 2022. We determined that we had addressed most of these in the strategic plan discussion.

Suave stated that he will be in the San Francisco area on May 25, 2022 and at the Battery (members only) Club for an event. He will add PVS to the list (for support?) and see if PVS donors can be invited. FCI Dublin is nearby, so we do have proximate visitors. Molly asked Suave if he had time and willingness to add a meeting with PVS donors, something like "have coffee with Suave." He said yes, and he further suggested he would donate a painting to anybody who gave money to PVS. Staff will follow up on this with Suave.

8. Next meeting date. We set our next meeting date for Tuesday, March 22, 2022 at 11:00 am Eastern.

Rachel Osborn,
Convener