

Fundraising Team Agenda
Tuesday, December 28th, 10:00 a.m.
Greeley History Museum

Meeting transcribed by Sarah Saxe

Call to Order: 10:02am

Roll Call: Daina Bustillos, Emma Pena-McCleave, Flo Mikkelson, Gary Alexander, George Junne, Joseph Lesko, Mike Weiland

1. Review of Case for Support Documents
 - a. Team made a few suggestions about changing out the photographs on the front page but in the end it was decided not to edit the documents.
2. Review of Capital Campaign Planning Documents
 - a. Goal of \$750,000 was set by group, to be reassessed periodically to make sure we are on track.
 - b. Timelines were set:
 - i. Jan-Dec 2022: quiet phase in which we raise 50-70% of funds.
 - ii. Jan-early Sep 2023: public phase in which the remaining funds are raised.
 - iii. Site preparation to begin Fall/winter 2023 and building construction 2024.
3. Discuss Roles and Responsibilities
 - a. Team agreed that all will partake in fundraising work in various ways:
 - i. Everyone will research potential donors, foundations, granting agencies, community groups etc. Team will compile a list at our next meeting.
 - ii. Select portion of group will approach potential donors for major gifts.
 - iii. Everyone will reach out to their own circles with smaller asks.
 - iv. Select portion of group will be responsible for donor stewardship, writing letters, follow up, visits, etc.
 - v. Everyone will set personal fundraising goal.
4. Discuss Promotional Tactics
 - a. Phase I tactics (Jan-Dec 2022):
 - i. Website – done
 - ii. Retractable banner
 - iii. Print small run of full campaign documents and half page
 - iv. Create email message with pertinent info to send to specialty target groups
 - v. Present at community group meetings (Lions, Rotary, Chamber of Commerce, etc.)
 - b. Phase II tactics (Jan-Aug 2023):
 - i. City Scoop

- ii. CPRD Newsletters
- iii. News Release
- iv. Tribune insert?
- v. FB posts – COGM and COG, stakeholders share our posts
- vi. Cross-promote at Museum events and facilities
- vii. Outreach events – Friday Fests, Blue Fest, Arts Picnic, etc.
- viii. Hold fundraising event at CV in conjunction with other City event in early June
- ix. Partner with brewery to get special beer - % of proceeds go to fundraiser
- x. Direct mailer?

New Business:

1. Group decided to meet again in two weeks to compile a list of potential donors and then determine who will approach whom.
2. Gary will contact Poudre Learning Center to ask about their capital campaign strategy and get info on building construction/quotes.
3. Sarah will reach out to Longmont and Golden museums for campaign strategies.

Old Business:

Next Meeting: TBD

Adjourn: 11:01am