



**REMOTE MEETING INSTRUCTIONS FOR THE FUNDRAISING &
COMMUNITY INVOLVEMENT MEETING, May 25, 2021**

In order to comply with all health orders and State guidelines intended to stop the spread of COVID-19 (Coronavirus), no physical location will be set up to view or participate in the Meeting.

- You can provide input/public comment for this meeting by emailing your comments to Sarah Saxe (Sarah.Saxe@Greeleygov.com). Comments may also be submitted in real-time during the meeting using the chat feature. Comments received before and throughout the meeting will be read into the record at the appropriate time.
- To view the meeting and/or participate in real-time, email Sarah Saxe (Sarah.Saxe@Greeleygov.com) before the meeting begins to receive the log-in credentials. Instructions on how to access and participate in the remote meeting will be provided at that time.

Fundraising and Community Involvement Agenda
10 am May 25th, 2021

Fundraising

1. Capital Campaign – timeline and gift chart review
2. Assignment of Roles and Responsibilities
3. Next Meeting – Case for Support statement development

Community Involvement

1. Marketing update
 - a. Museums for All
 - b. Advertising - joint facilities promotion, CV opening
 - c. Facebook merger
 - d. Future: rack card, direct mailer, survey
2. Sponsorships
 - a. Beverage sponsors
 - b. Animal feed/bedding
3. Upcoming events
 - a. Museum at Twilight – 2nd Thursday of each month
 - b. CV Opens 5/28
 - c. Stampede 6/25, 6/26, 7/2-4
 - d. Rusty 44 Bluegrass performance 7/10
 - e. Weld County Fair 7/30-31
 - f. CV Closing Day 9/4
 - g. Potato Day 9/11
4. Friends of Greeley Museums Coordination friendsoftgm.org
5. Community Engagement and Inclusion discussion

Capital Campaign Planning

Tasks	Months																							
	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23
Prepare and monitor calendar	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Assign responsibilities to fundraising team	x																							
Prepare case for support and letters	x	x	x																					
Major gifts campaign	x	x	x	x	x	x	x	x	x	x	x	x												
Thank you letters				x	x	x	x	x	x	x	x	x	x	x	x									
Friends renewal mailing	x					x												x						
Thank you letters		x	x	x			x	x	x					x	x	x			x	x	x			
Board campaign													x											
Newsletter and soft ask												x				x								
Social Media campaign													x				x							
Thank yous													x				x							
Crowdsourcing																	x							
Thank yous																	x	x						
Implementation																		x	x	x	x	x	x	
Donor stewardship - in person																			x		x	x	x	
Donor recognition/event																					x			

- Administrative
- Research and Campaign Design
- Donor stewardship
- Donor cultivation - in person

Gift Range Chart for \$250,000 Project

Gift amount	# of gifts	# of prospects	Total	Cumulative Total	Cumulative %
\$62,500.00	1	5	\$62,500.00	\$62,500.00	25
\$30,000.00	1	5	\$30,000.00	\$92,500.00	37
\$25,000.00	2	10	\$50,000.00	\$142,500.00	57
\$15,000.00	2	10	\$30,000.00	\$172,500.00	69
\$10,000.00	3	15	\$30,000.00	\$202,500.00	81
\$5,000.00	4	20	\$20,000.00	\$222,500.00	89
\$2,500.00	4	20	\$10,000.00	\$232,500.00	93
\$2,000.00	5	25	\$10,000.00	\$242,500.00	97
\$1,000.00	5	25	\$5,000.00	\$247,500.00	99
\$250.00	10	50	\$2,500.00	\$250,000.00	100

Gift Range Chart for \$75,000 Project

Gift amount	# of gifts	# of prospects	Total	Cumulative Total	Cumulative %
\$18,750.00	1	5	\$18,750.00	\$18,750.00	25
\$9,000.00	1	5	\$9,000.00	\$27,750.00	37
\$7,500.00	2	10	\$15,000.00	\$42,750.00	57
\$4,500.00	2	10	\$9,000.00	\$51,750.00	69
\$3,000.00	3	15	\$9,000.00	\$60,750.00	81
\$1,500.00	4	20	\$6,000.00	\$66,750.00	89
\$750.00	4	20	\$3,000.00	\$69,750.00	93
\$600.00	5	25	\$3,000.00	\$72,750.00	97
\$300.00	5	25	\$1,500.00	\$74,250.00	99
\$75.00	10	50	\$750.00	\$75,000.00	100