

# Resource Development Committee Notes 9/14

Attendees: Alden Blevins, Sally Conway, Greg Crapanzano, Youssef Guerch, Colleen Miller, Stacy Ruble, Jennifer Stancil, Ken Stout

Absent: Carrie Knopf, Kathi Marks

Absent with Notice: Tyler Williamson

## *Summit*

- 72 slots left

## *504 Launch*

- No complaints on designs so far
  - Change some wording from annual to monthly
  - Adding note that it's tax-deductible
- \$50.40 and \$5.40 are good lines for monthly donations
- Will be pushed at the end of the Summit
  - Also, on Social Media
- Went over the materials that will be pushed out with the advertising

## *FY24 Events*

- Alden created a new version of the calendar
  - Pushing sponsorship asks earlier
  - Idea brought up that the calendar be color-coded to reflect the differences in what are the Board's responsibilities, the RDC's responsibilities, and staff's
- Will be circulated to the RDC
  - Greg suggested deferring to Alden on areas needed to change
- Board split on having the Gala
  - Some like it as a community building opportunity; getting people together
    - As a Gala, it feels focused to mostly Richmond
- Alden mentioned that the Development/Outreach team was stretched and we didn't reach capacity
  - Wants to switch focus to coalition building
- Colleen brings up "taking the show on the road" as potential future plan for the Gala
  - Would cut down on costs and the problem of locality
  - Helps involve the board in areas not local to Richmond
- Greg brought up making sure that we don't lose the Virginia Housing Grants
  - Virginia Housing prefers the summit as an education opportunity