

## Resource Development Committee Notes 6/8

**Attendees:** Alden Blevins, Sally Conway, Greg Crapanzano, Youssef Guerch, Colleen Miller, Stacy Ruble

**Excused Absence:** Terry Lynn Smith, Jennifer Stancil, Tyler Williamson

### Day of Giving

- Initially 2nd Thursday in July
- July 13th, 2023
- Part of larger Disability Pride Month Social Media Campaign
- Engage audience with:
- Social Media posts/blitz
- Hashtags
- What Disability Pride means to them
- Lead up might be too short if we start on July 1st
- Moving to 3rd Thursday
- July 20th, 2023
  
- What is the dollar goal for the event?
- Would a number goal be preferable?
- \$5000 with finding a \$5000 match
- 100 donors
  
- How are we going to solicit?
- Online FB Fundraising?
- Paper mailers?
- Newsletter
- Day-of-email blast
- Phone Banking
- Volunteer
- Using the Gala contact list
- Greg will be drafting an email to send to the Board to get them to create their own contact list
- Donations from contracts
- Organization as "corporate match"

### 504 Club

- Mockups made and shared
- Choice of logos
- Could use both of them going forward
- Compliments of the Retro Jazz inspired logo
- Photoset of:
- What is the 504
- Why is it called the 504
- How would the donation help?
- Benefits of signing up
- Originally t-shirts and bumper stickers
- Greg suggested to add the 504 Club to the website

- Hoping this will address the lack of monthly donors
- Slogans on T-Shirt are good
- Make the 504 Club Logo on front smaller; make it more pocket-sized
- Regarding the bumper stickers, the Equality for All sticker clearly shows the logo
- Equality for All could be a better slogan as it has a more legal focus than The Future is Inclusive
- Will run slogans by Board to see how they feel
- Regarding 504 price, a two-tier option was proposed
- 5.04 a month
- 50.40 a month
- Discussions for non-catchy tier levels
- Perhaps there only needs to be a monthly donation to be a member of the 504 club
- If they donate more than 504 a year, then they can be featured in a website or a popular report
- What level should the bumper sticker be at?
- Bumper stickers are less than a dollar, so Sally suggested any monthly donation gets them