

Resource Development Committee Notes 7/13

Attendees: Alden Blevins, Sally Conway, Greg Crapanzano, Youssef Guerch, Carrie Knopf, Colleen Mille

Absent: Kathi Marks

Absent with Notice: Stacy Ruble, Terry Lynn Smith, Jennifer Stancil, Tyler Williamson

Day of Giving

- Donation Page created and live
- Created with the concept of someone who had no idea what we do
- Update going out today

- Looking for support from RDC and Board
- Saving the Date
- Distributing the form on social media
- Facebook Personal Fundraisings
- Send to 5 personal or professional contacts
- Who to ask?
- Personal Contacts, similar Rights organizations
- Greg and Alden discussed a pre-made email to send to the Board as well as the PAIMI Council so that they can send it further out
- Colleen has already made the connection with Zipporah so that she can distribute it to them

Summit

- September 21st
- Time is a little up in the air
- "Breaking Barriers to Advance Access"
- 5 tracks: Systemic, Employment, Education, Community, Intersectionality
- Received 10k in Sponsorships already from Virginia Housing
- PDF Sponsorship Packet Made
- Tiers supporting ASL, video presentations, getting a logo placement
- Comcast sponsored last year and wanted credit for sponsoring interpreters
- Alden is confident they will sponsor again next year
- Carrie brought up reaching out to IT companies, ISPs, Accessible Tech, etc.
- Alden brought DARS as a past sponsor
- Colleen brought up No Wrong Door

504 Club

- September Launch?
- Alden thought we could raise it at the end of the Summit
- Rehabilitation Act of 1973 (Sept. 26th)
- Reinforce it at EOY Pledge drive?

Reviewing Calendar

- Capital Campaign
- Aiming for big dollar donors
- Don't want to double up on asks
- Respecting capacity of Board and Staff
- Discussion of if the Gala is worth it
- Great event, but are the staff hours' worth it

- Annual Virginia Housing Grant a safety net
- Summit is more reflective of the work we do
- Potentially might be worth pouring more in
- Smaller, more intimate events
- Virtual Silent Auction
- Alden has experience doing this with NAMI
- Disconnect between people interested in our event and high-dollar donors
- Working on Mackenzie Scott Grant; moved into second round
- Cleaning up calendar to free up staff more
- Possibly also removing IMPACT awards