

A large, light green leaf shape is positioned on the left side of the slide, partially overlapping the text. A thick, red arc is visible at the bottom left corner of the slide.

Development and Community Engagement Dashboard YTD 6/30/2020

*Development Committee Meeting
July 17, 2020*

Increased Revenue for 2020 - Totals

2020

\$3,059,950 – budget goal

\$1,130,012 / 37% – over 2020 budget goal

\$4,189,962 – revenue Q1 & 2

16,183 – # of gifts

2019

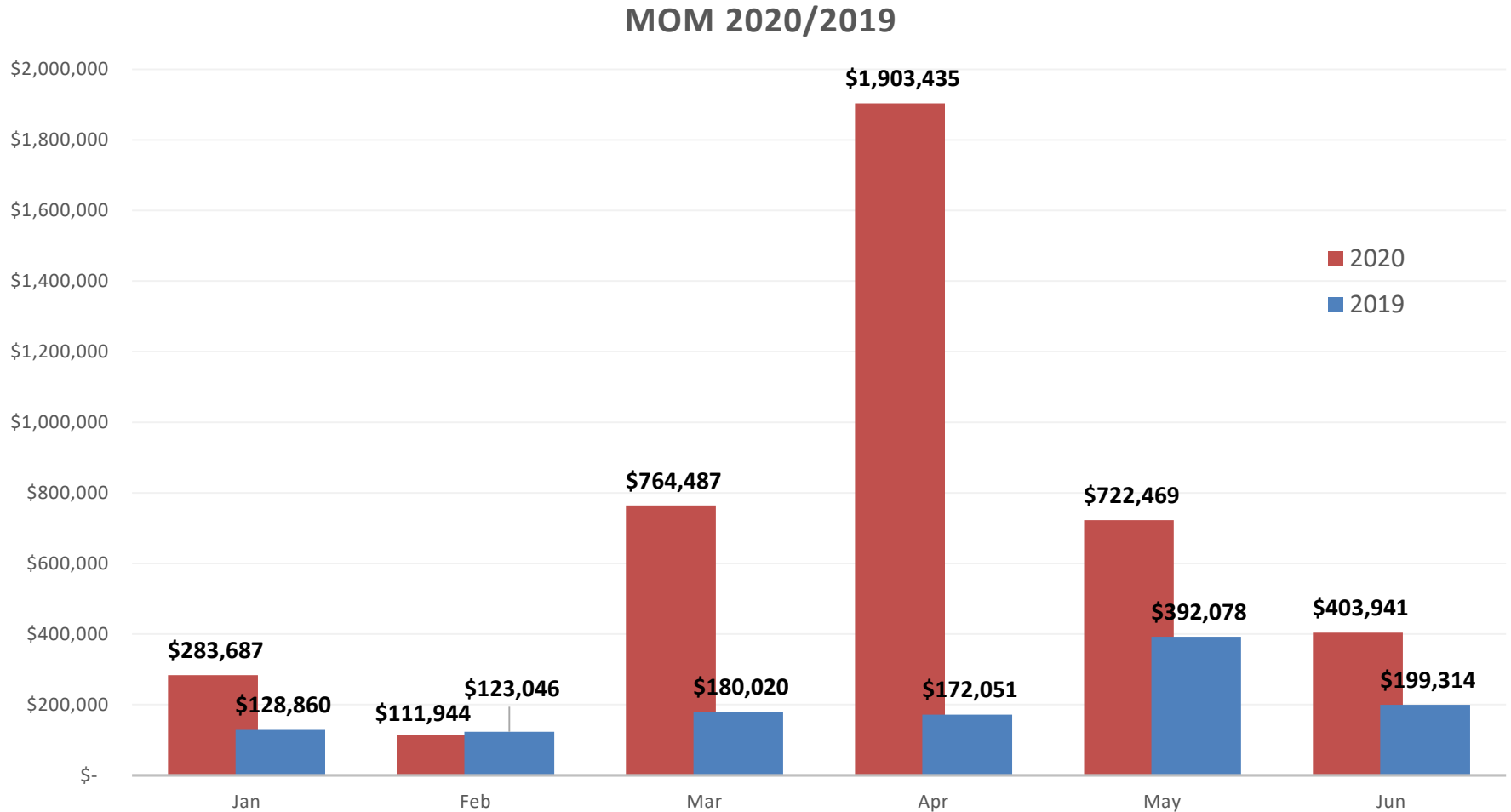
\$2,978,000 – budget goal

(\$13,958) / (0.5%) – short of 2019 budget goal @ year end

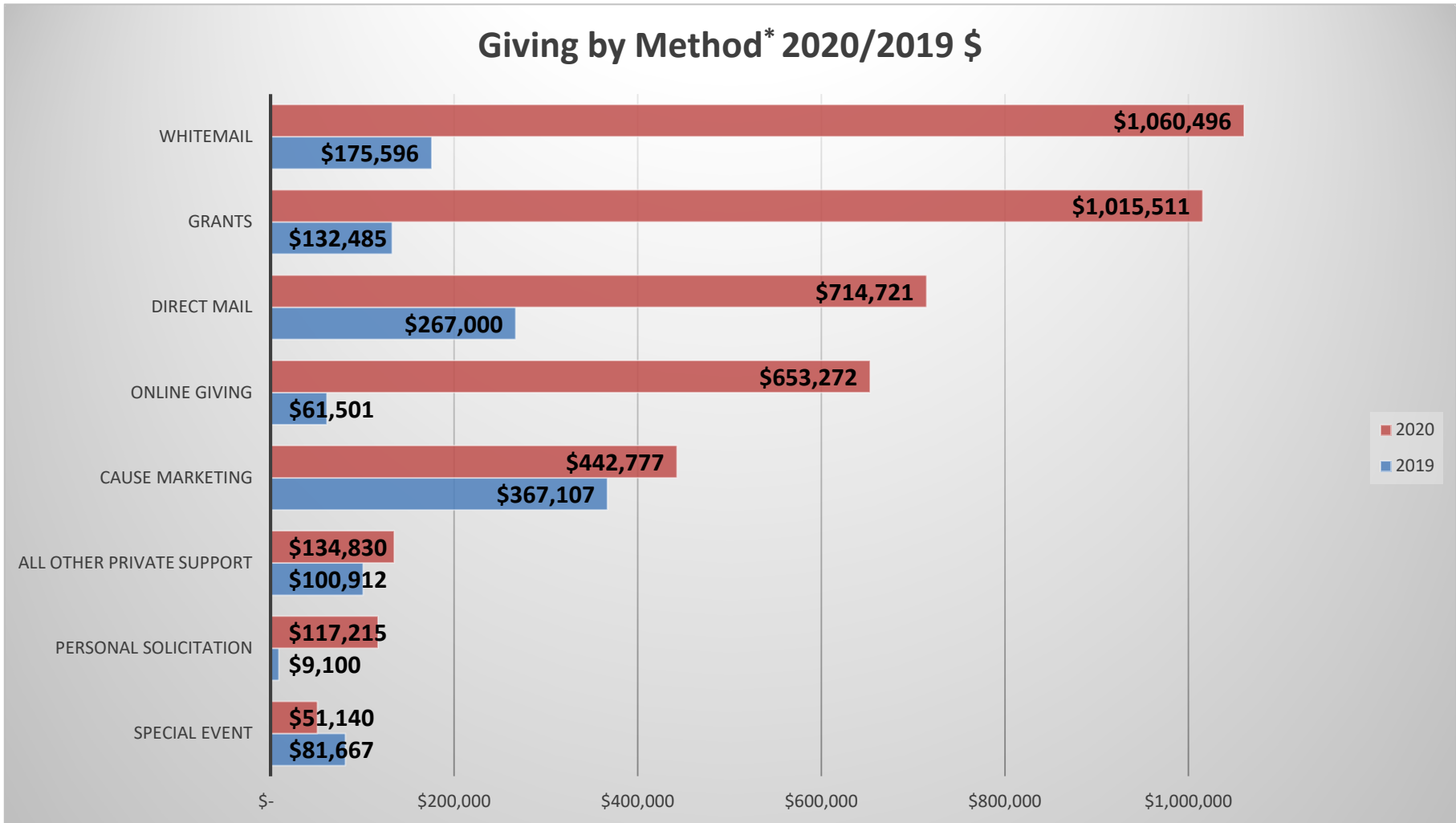
\$1,195,369 – revenue Q1 & 2

8,401 – # of gifts

Increased Revenue for 2020 - MOM



Most Giving Methods saw Increased Revenue



*Giving by Method definitions in appendix

New Campaigns - Positive Performance



| |
|---|
| COVID-19/Spring for meals inspired donations |
| \$1,547,379 |

| Mother's Day Challenge Match | |
|-------------------------------------|---------------------------------|
| \$220,887 | 2020 (does not include matches) |
| 2,448 | # of gifts |
| \$90.23 | Average gift |
| \$45,000 | Matches |
| <hr/> | |
| \$41,469 | 2019 (does not include matches) |
| 569 | # of gifts |
| \$55.50 | Average gift |
| \$15,000 | Matches |

| Lapsed Donor Phonathon | | | | |
|-------------------------------|-------------------------------|---------------------------|---------------------|--|
| Began 6/19/2020 | | | | |
| Last Gift Date | Pledges & CC Gifts | Total Live Answers | Pledge Ratio | Total Amount Pledged & Received |
| 13-24 Months | 243 | 714 | 34% | \$10,939 |
| 25-36 Months | 190 | 575 | 33% | \$8,516 |
| 37-60 Months | 242 | 845 | 29% | \$10,072 |
| 61-96 Months | 107 | 336 | 32% | \$3,428 |
| Totals | 782 | 2,470 | 32% | \$32,955 |

New Donors - Increased Revenue



| Month | 2019 Number of Donors | 2019 Cum. Giving | 2020 Number of Donors | 2020 Cum. Giving * |
|--------------|-----------------------|------------------|-----------------------|--------------------|
| January | 60 | \$22,896 | 60 | \$141,888 |
| February | 62 | \$15,514 | 38 | \$8,333 |
| March | 131 | \$17,790 | 448 | \$76,657 |
| April | 115 | \$40,429 | 917 | \$253,866 |
| May | 103 | \$21,416 | 706 | \$146,977 |
| June | 204 | \$28,579 | 241 | \$42,302 |
| TOTAL | 675 | \$146,626 | 2,410 | \$670,023 |

Major Donor Program - Increased Revenue



| Donor Total Giving Amount | 2019 | 2020 |
|---------------------------|-----------|-----------|
| \$50,000+ | 1 | 2 |
| \$25,000 - \$49,999 | 3 | 3 |
| \$10,000 - \$24,999 | 5 | 6 |
| \$5,000 - \$9,999 | 7 | 8 |
| \$1,500 - \$4,999 | 11 | 12 |
| \$500 - \$1,499 | 16 | 16 |
| Under \$500 | 24 | 20 |
| Total # Donors | 67 | 67 |

Total Annual Fund gifts from Major Donor Prospects

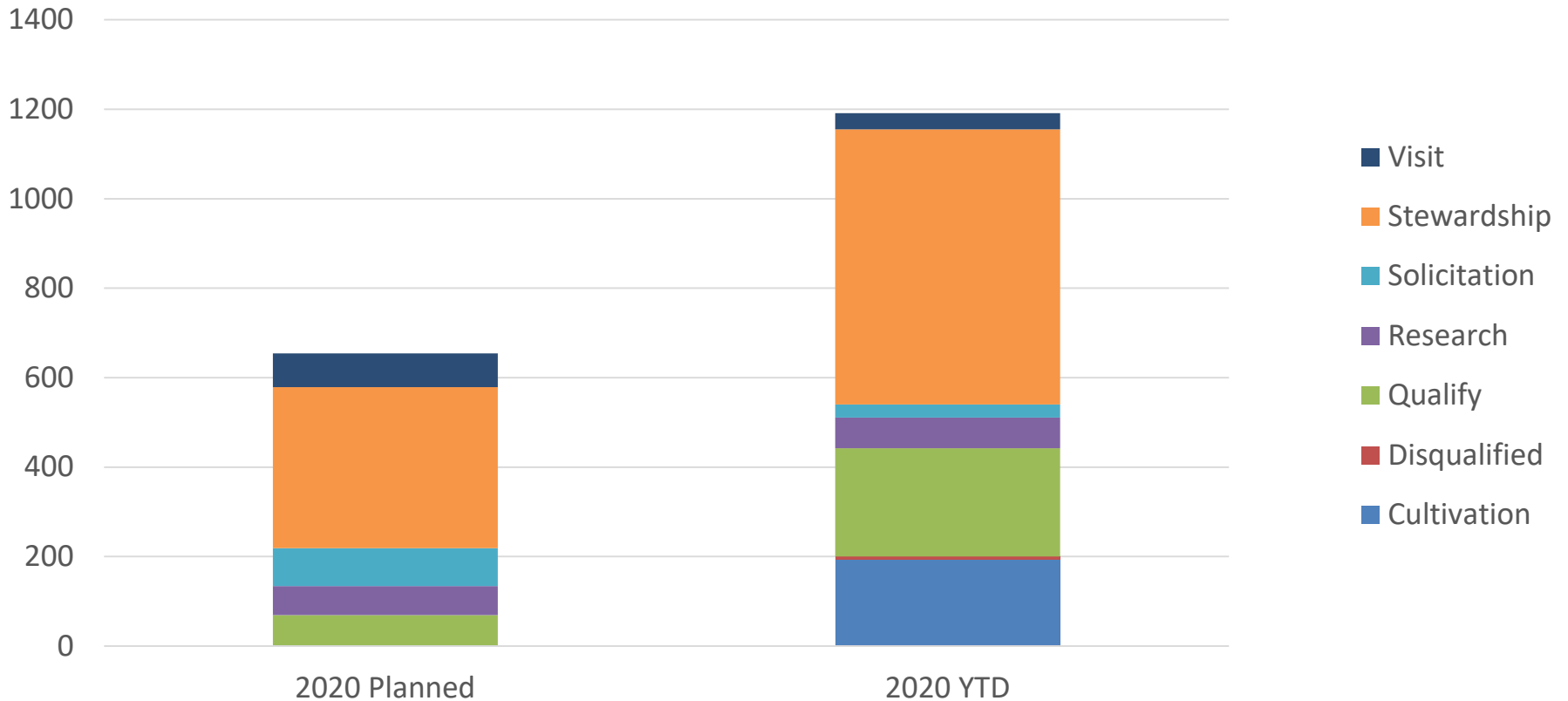
\$344,427

Major Donor Program - Increased Actions



679 PLANNED ACTIONS for 2020

1191 COMPLETED ACTIONS YTD



Major Donor Stewardship - Virtual Town Halls

- Began March 30
- 13 Town Halls
- 106 people have been invited to participate
- 50 people have attended
- \$54,300 (21 Gifts) resulted from donors attending

zoom

Town Hall w/Natasha Thompson Pres & CEO FB... - Shared screen with speaker view



Changes to Volunteer Program

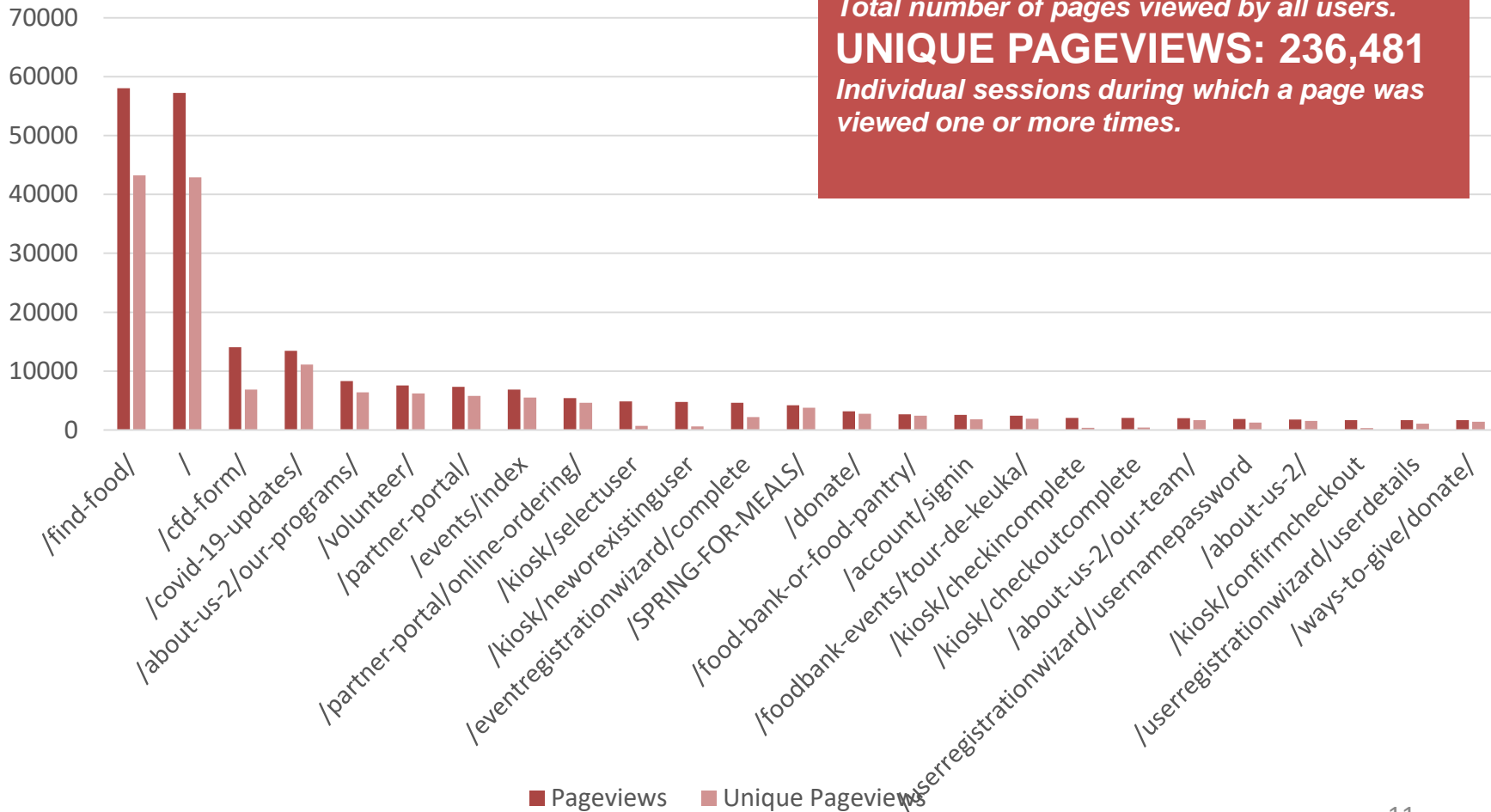
- Volunteer program was suspended on March 18
- Volunteer Coordinator on personal leave April 3-June 22 & resigned on June 26
- Used VolunteerHub to manage volunteers at Community Food Distributions & food hubs
- Plan to bring small, recurring volunteer groups back to Production Room in early August
- Designed social distancing signage & created integrated communications/updated volunteer orientation for July implementation



Food Finder Most Viewed Web Page



TOP 25 PAGES VIEWED



PAGEVIEWS: 330,233
Total number of pages viewed by all users.
UNIQUE PAGEVIEWS: 236,481
Individual sessions during which a page was viewed one or more times.

News Features Soared

- Facebook has 6,700 followers ; we posted 351 times
 - JSY doing all their classes via Facebook Live
- 101 separate stories featuring FBST efforts during COVID-19
 - print, radio and digital



Highlights - Successes

- Communications Manager hire is fantastic
- Dedication of team to work
- Mother's Day Challenge Match performed 5.3 times better
- 782 donors lapsed 1-8 years reengaged through Phonathon
- New donor revenue totaling \$523K increase
- Major Donors have given \$127K more than **all** of 2019
- 13 Town Halls have resulted in \$54K
- Organizational giving totals \$2M+



Highlights - Challenges

- Team exhaustion and covering open positions
- Increased workload
- Event cancelations and virtual pivots
- Closed Volunteer Program doesn't allow for as much corporate engagement



What's Next?

- Get fully staffed
 - Data Entry Specialist
 - Volunteer Coordinator
- Re-open Volunteer Program
- Waiting on \$540K in grant funding requests
 - FANO (\$460K)
 - Park Foundation (\$50K)
 - Community Foundation of Elmira-Corning and the Finger Lakes (\$30K)

What's Next?

- Leader of the Pack & Selfless Elf going virtual
 - Leader of the Pack power hour
 - Selfless Elf campaign in partnership with WENY TV
- Year-end forecasting
 - Working on donor gift table to understand how many regular donors made Q4 gifts early
 - Preventing a dip
 - Added Phonathon
 - Stewardship program
 - Looking at adding event donors to Direct Mail
 - Testing COVID donors in Direct Mail

Forecasting - Preparing for a Dip



MOM 2015-2019 / 2020 with 5 Year Avg. for Jul-Dec

