



2018 Annual Report, 3/8/208

## **Resource Development Committee**

Submitted: Georgia Meckes, Chair

In 2018, The Resource Development worked to support the fundraising events and efforts of Smith Park of NY and Camp WA WA Segowea to continue the growth & sustainability of SPONY membership, legacy, and endowment. The group supported in messaging and engaging with the WA WA community, in order to help cultivate and increase lasting donor relationships and successful fundraising efforts. Further, the committee is dedicated to improving and evolving established practices, growing resources, and planning for Smith Park of NY and Camp WA WA Segowea to move forward into the future sustainably and successfully.

### **2018 Highlights:**

#### **FUNDRAISING & EVENTS:**

*Ask Campaigns:* 2018 Annual Campaign (1/2018), w/related online Crowdrise Campaign (1/2018), and #GivingTuesday.

*Events:* The committee further supported various SPONY, Camp, and Alumni-led Fundraising & Campership efforts. *Ex.* The Director's Drive, The WA WA Wally Waddle, Volunteer Appreciation, Summer Camp Reunion, Barnes & Noble Gift Wrapping. Collectively in 2018, those Event efforts raised over \$18,000.

*Impact:* The 2018 Annual Campaign brought in \$14,999 in pledges, but then actualized \$19,311 over the rest of the fiscal year. The following Crowdrise campaign raised \$1,480 and #GivingTuesday acontributed another \$2,140 (between GiveGab and Facebook platforms).

#### **RESOURCES:**

The Resource Development Committee vetted and purchased a Donor Management system in the Fall of 2018. We successfully migrated our multiple contact lists and databases into the management system, and synced to our Quickbooks bookkeeping account. SPONY now operates its donor management through the cloud-based Kindful.com platform.

All Board Members have access to unique Kindful accounts for access. The committee hosted a virtual on-line training call and in-person training for Board Members in January.

SPONY Integrated online donation splash page and links on [www.smithpark.org](http://www.smithpark.org) for year-round donation access. This platform is directly linked with our bank accounts for deposits, and is synced to our DMS system for donor information collection and management.

Established a Fundraising Calendar/ Planner on Google Drive.

**Notes on Successes:**

Growth in resources of technology  
Healthy and growing Alumni participation  
New Major Gift Donors, recurring annual gifts

**GOALS for 2019:**

*DMS development:* Backlog fundraising data, continue to verify contact/donor information, establish data requested and build more customized and automatic monthly reporting

*Create Processes and Workshop/Learning Opportunities for Committee and Overall Board Health, including:*

Establish and Execute a Resource Planning Process for Committee Development. The Committee must establish a written plan for promoting systematic development, navigating change, and encouraging sustainable and rational growth.

Establish Committee Budget and Fiduciary Targets (for needs such as more mailings, more online advertising and fundraising boosts, workshop hosting/consultant for trainings).

Establish stronger resource diversification, overall organizational assets and grow, overall, our understanding of our fiduciary practices.

Train and develop current committee Leadership (hire outside consultant for a workshop/lecture?) and members.

*Fundraising:*

Re-Establish "Major gift"-givers and actively set benchmark targets for relationship cultivation and donation acquisition for this group.

Help support organize the planning and execution of the Facility committee's Save the Lodge Campaign for June 2021.

Continue to contribute to increasing participation and gift-giving with year-round efforts, established SPONY fundraising events, and campaign planning.

**Notes:** The committee itself is comprised with active and supportive members, who volunteer, fundraise, and donate generous time and efforts to help support the mission of Resource Development for Smith Park of NY. Our group will improve with stronger committee leadership, planning, and professional development- all of which the 2019 Goals set to achieve. Resource Development takes constant and active planning and follow-through and with the very dedicated board in place, alumni, and supporters, it is certain that we will continue to improve and lead WA Segowea forward to our next generation of Campers.

