

Development Committee Report July 2019

Ambassador Program

New: a monthly newsletter sent out mid-month of each month focused on volunteering opportunities, items needed for shelter, upcoming events and how they can help.

Connect Lunch – Tuesday, July 30 12:00-1:00 pm at Safe Passage offices

Invited new ambassadors and extended invitation on Facebook for individuals who would like to know more about Safe Passage services and meet the staff.

Martini Affair – Wednesday, September 25th 5:30-8:30pm at Seasons of Coeur d’Alene

New logo this year!

Events committee meeting weekly to discuss sponsorships, silent auction and wine grab procurement

www.safepassageid.org/martini to purchase tickets-\$50 for dinner and a beverage
Board members will be asked to sell 10 tickets. The cost of the ticket covers the dinner and beverage. Ticking page and Facebook event page are live.

Live/Silent Auction: In need of silent auction items. A few items we have secured: a pontoon boat rental with food and drinks from Idaho Central Credit Union, overnight stay with breakfast at the Coeur d’Alene Resort and a Mariners autographed baseball.

Golden Ticket Raffle: 50 tickets only are sold at \$20 each. The raffle prize is a “unicorn basket” filled with gift certificates. Winner is drawn at the end of the event.

Wine grab: guest purchases a ticket for \$20, chooses a bottle of wrapped wine that is valued at \$10 or more.

Promotion of event: posters are being finalized, event added to area online calendars, mailing of postcard to 250 contacts in our database without email. Emails to database and social media posts will begin in August encouraging to purchase ticket.

Partnerships:

Consistent recognition of partnerships

Partnership page created on website, logos w/hyperlink to their website

Thank you on Facebook and Instagram and newsletter.

Communication:

Consistent communication to donor database

Monthly newsletter with information on events, survivor story, what the staff is doing that month in the community.

Working on increasing social media presence

2nd Instagram page-with 21+ messaging. The first page is focused on teens.

Website-working on building out events pages, how to donate.