

Memo

To: Pastor Donovan Coley
From: Leesa Huston
Date: May 21, 2018
Re: Donor Services Departmental Updates ending May 4, 2018 – (For Board Reporting)

Donor Services Departmental Highlights:

- Donor Services FY2018-2019 Annual Development Plan draft has been completed and is being reviewed by ELT for changes and approval.
- Donor Services goals, metrics, budget and revenue highlights:
 - Many of our FY2017-2018 goals and metrics have been met to date and have exceeded our annual goals – (see outlines below). We are confident all goals will be met by year end.
 - Giving in most revenue streams through April have increased revenue compared to last year. The total overall revenue stream increase is up by approx. 1.17% (\$3,614,852 vs. \$3,572,894) and the average gift has increased by \$7/gift over last year (\$121 vs. \$114).
 - Direct Mail revenue through April is up by approx. 6%\$ (126,129 higher than last year at this time).
 - Online giving through April is up by approx. 26% (\$59,019 higher than last year at this time). And it has surpassed our FY2017-2018 goal by \$81,197.
 - Marketing expenses through March are under budget by approx. 53%.
- Charis House Gala highlights:
 - God blessed this event greatly and numerous guests expressed how wonderful the message was and how all touched their hearts. Revenue and attendance goals broke an all-time record high. Gross revenue = \$298,095; Net revenue = \$240,156, which surpassed 2017 by \$81,226. Attendance this year was 704 guests which surpassed 2017 by 93 guests. To God be the glory! See events outline for complete details.

Updates on Donor Services Team Goals and Metrics:

1. Events Updates:

a. Vision for Events

- *Key people attend our events and are engaged to use their resources to help TRM transform lives.*

b. Events Goals and Metrics – FY2017-2018 through May 4, 2018 (includes Charis House Gala):

Goal Description	Goal	July 2017 – May 4, 2018
Events attendance goal	2,550	2,874
Events revenue goal (*includes all events)	\$684,000	\$701,370*
New Donors Acquired from Events	550	TBD at FYE2018
Existing Donors Engaged from Event	2,100	TBD at FYE2018

c. Recent Events Activity and Outcomes

• Awareness / Speaking Events:

- Mad Ants Faith and Family Night – March 9th
- Cornerstone Vision Counseling and Psychological Services – March 24th
- Aboite Christian Speaking Event – April 9th
- Lutheran Health Network Campaign Kick-Off – April 9th
- Vera Bradley Outlet Sale – April 12th – 13th
 - \$115 in donations received
- Giving Back Fort Wayne Volunteer Fair – April 12th
- Family Fun Night - April 12th
- Tour of Charis House for Student Project – April 16th
- Harrison College Speaking Event – April 17th

Recent Events Activity and Outcomes – (continued)

• **TRM Fundraiser’s**

○ **The Charis House Gala**

- a. Attendance Goal: 650 | Actual: 704
- b. Gross Revenue Goal: \$230,000 | Actual: \$298,095
- c. Net Revenue Goal: \$180,000 | Actual: \$240,156

○ **Charis House Gala 2018 vs. 2017 Comparison**

DESCRIPTION	2018	2017	Variances
Live items	\$49,000	\$32,200	\$16,800
Silent items	\$16,925	\$18,890	(\$1,965)
Comfort Kits/CH Packages/ Kids Items	\$4,050	\$3,750	\$300
Fund the Need (night of)	\$94,500	\$58,686	\$35,814
Post-auction donations	\$6,850	\$6,875	(\$25)
General Donations	\$1,270	\$1,000	\$270
Total sales night of	\$172,595	\$121,401	\$51,194
Pre-auction (sponsors, tickets, donations)	\$57,300	\$51,642	\$5,658
Match	\$68,200	\$52,500	\$15,700
Total Sales Pre-Gala	\$125,500	\$104,142	\$21,358
TOTAL AUCTION GROSS REVENUE	\$298,095	\$225,543	\$72,552
EXPENSES	\$57,939	\$66,613	(\$8,674)
NET REVENUE	\$240,156	\$158,930	\$81,226
Total Open Unpaid Items To Date: - FYI ONLY	\$32,240		
Attendance:	704	611	93

d. Upcoming Events Activity

- **Three Rivers Festival Bed Race Opening Breakfast & Tour** – June 1st
- **TRM’s Quarterly Tour & Learn** – June 19th
- **Blackhawk Ministries Church Lunch and Learn** – June 28th
- **Volunteer & Staff Appreciation Party** – Sunday, July 15th - 4:30 pm – 10:00 pm at Star 88.3 Music Event at Three Rivers Festival at Headwaters Park Downtown FW. Free event for TM Staff & Volunteers BUT must register for a ticket to enter. TRM will have a designated gated are for guest and will cater this event.
- **Three Rivers Festival Bed Race** – Wednesday, July 18th – 4:00 pm downtown Fort Wayne. Details TBD. Beckman Lawson sponsors The Bed Race and will be collecting donations for TRM and present check night of event.

2. Marketing/Annual Fund Updates:

a. Vision for Marketing/Annual Fund

- Awareness of real change for every person in coverage area.

b. Marketing/Annual Fund Goals and Metrics – FY2017-2018 through April 2018:

Goal Description	Goal	July 2017 – April 2018
Direct Mail Contributions*	\$2,400,000	\$2,232,522
Total Number of Donors	15,000	TBD at FYE2018
Online Giving – (FYI – included in Direct Mail Contributions)	\$208,000	\$289,197
Donors Re-engaged	12%	TBD at FYE2018
Average Donor Retention	66%	TBD at FYE2018
* Direct Mail, PCC, White Mail, Online, Pledge Giving and Misc.		

c. Recent Notable Activity:

- Direct Mail revenue for the year is \$126,129 higher than last year at this time
- Online giving is \$59,019 higher than last year at this time
- Redesigned Panhandling brochure and general Rescue Mission brochure
- Appeared on NBC morning show to talk about Easter meal
- Press release about Easter led to coverage from WANE, ABC, NBC, and WFFT
- Appeared on ABC/NBC morning shows to discuss Sky Footwear promotion and donation
- Coordinated and helped direct two new Charis House videos used at Gala and to be used in future fundraising opportunities
- Coordinated Red Carpet set-up and photos for Charis House Gala
- Redesigned monthly Volunteer Newsletter to a version that can also be printed and shared
- Sent two e-blasts to major donors for survey and contact information update

3. Volunteer Services Updates:

a. Vision for Volunteers

- Every person in the service area is aware of the opportunity to help transform lives at The Rescue Mission, and each volunteer is engaged and using their giftedness in transformation. They own the cause and they are telling others about it.

b. Volunteer Services Goals and Metrics – FY2017-2018 through April 2018:

Goal Description	Goal	July 2017 – April 2018
Engagement in Service - (Volunteer shifts/or opportunities filled)	7,500	5,066
		58.57%
% of Volunteers serving 2 times/year	50%	Note: FYE2017 update was calculated incorrectly at 70.47%
Volunteer touches (contacts) /year	4	2
Group Volunteer Projects	100	147
Champion Volunteers Developed	50	49

c. Volunteer Group Service Projects, Orientations, and Tours

- **Career Academy of Anthis**, 1/2, 1/8, 1/9, 1/16, 1/22, 1/23, 1/29 & 1/30, 2/5, 2/6, 2/12, 2/13, 2/19, 2/20, 2/26, 2/27 -
 - Group of 3/each time @ Treasure House
- **Lakewood Park Christian School- HS**, 1/4, 2/1
 - Group of 14 worked at 301
- **Clean up @ Glenbrook/Gift Wrapping Store**, 1/11
 - Group of 15 worked at Glenbrook Mall
- **First Assembly of God— Christmas cleanup**, 1/18
 - Group of 4 @ 301
- **Blue River Church of the Brethren-youth group**, 1/20 & 2/3
 - Group of 10/each time @ Treasure House
- **The Chapel “Go Days”**, 1/27
 - Group of 5 @ 301
- **Kingdom Hands Ministry**, 1/27
 - Group of 3 @ 301
- **Board Member Jim Swift & Family**, 1/4
 - Group of 4 Serving dinner @ Charis House
- **My Father’s House**, 1/13, 2/10
 - Group of 4/each time @ Charis House
- **Gala Save the Date Mailing**, 2/5
 - 4 volunteers @ 301
- **Gala Save the Date Postage**, 2/6
 - 1 volunteer @ 301
- **Board Member Rudy Mahara**, 2/6
 - 2 volunteers @ CH serving dinner
- **Suburban Bethlehem Lutheran Church**, 2/12, 2/26
 - Group of 5/each time @ Treasure House
- **Major Donor Dinner (Pastor Donovan group)**, 2/20
 - Group of 4 @ Charis House serving dinner
- **Amy Johnson & son**, 2/23
 - 2 volunteers @ Charis House serving dinner
- **The Chapel “Go Days”**, 2/24
 - Group of 10 @ 301
- **Easter Mailer/Ctr for Academic Success-Nebraska**, 2/26
 - Group of 8 @ 301
- **Volunteer Orientations**, 3 times in Jan. - 1/20, 1/23, 1/25; 3 times in Feb. - 2/8, 2/10, 2/13, Total of 38 volunteers attended orientations
- **Beauty for Ashes Orientation** - Individual orientations on 1/26, 2/2 & 2/26, Total of 3 volunteers attended orientation