



February, 2020 Executive Committee Meeting

January Pledge Activity

- 8 new pledges totaling \$26,125 on a \$25,000 goal
- We remain \$205,975 ahead of goal because of November and December successes
- Total Founders' Society members – 120 (5 new in January)

3 Month Snapshot – Pledges

Pledge and Cash Update			
<i>updated February 6, 2020</i>			
<u>PLEDGES GOAL</u>			
	<i>Dec-19</i>	<i>Jan-20</i>	<i>Feb-20</i>
<i>Naming Gifts</i>	\$0.00	\$0.00	\$0.00
<i>Founders' Society</i>	\$100,000.00	\$25,000.00	\$25,000.00
<i>Community Gifts</i>	\$0.00	\$0.00	\$0.00
TOTAL	\$ 100,000.00	\$ 25,000.00	\$ 25,000.00
<u>PLEDGES ACTUAL</u>			
	<i>Dec-19</i>	<i>Jan-20</i>	<i>Feb-20</i>
<i>Naming Gifts</i>	\$0.00	\$0.00	\$0.00
<i>Founders' Society</i>	\$185,000.00	\$25,500.00	\$0.00
<i>Community Gifts</i>	\$2,600.00	\$625.00	\$0.00
TOTAL	\$187,600.00	\$26,125.00	\$0.00
Actual Pledges Rolling Total	\$ 9,978,950.00	\$ 10,005,075.00	\$ 10,005,075.00
<i>% Pledges in Hand</i>	<i>53.36%</i>	<i>53.50%</i>	<i>53.50%</i>
<i>Goal Pledge Rolling Total</i>	<i>\$ 9,774,100.00</i>	<i>\$ 9,799,100.00</i>	<i>\$ 9,824,100.00</i>
NET DIFFERENCE	\$204,850.00	\$205,975.00	\$180,975.00

January Cash Activity

18 payments totaling \$77,791

3 Month Snapshot - Cash

<u>CASH EXPECTED</u>			
	<i>Dec-19</i>	<i>Jan-20</i>	<i>Feb-20</i>
TOTAL	\$85,842.00	\$18,316.00	\$51,066.00
<u>CASH ACTUAL</u>			
	<i>Dec-19</i>	<i>Jan-20</i>	<i>Feb-20</i>
<i>Naming Gifts</i>	\$700,000.00	\$0.00	\$0.00
<i>Founders' Society</i>	\$209,203.65	\$77,106.00	\$0.00
<i>Community Gifts</i>	\$3,070.00	\$685.00	\$0.00
<i>Merchant Fees</i>	\$ (430.48)	\$ (459.78)	
<i>Interest Income</i>	\$ 11,469.79	\$ 13,248.25	
TOTAL	\$923,312.96	\$90,579.47	\$0.00
Actual Cash Collected Total	\$ 7,500,086.03	\$ 7,590,665.50	\$ 7,590,665.50
<i>% Cash Collected toward \$19.5MM Goal</i>	40.11%	40.59%	40.59%
<i>Goal Cash Rolling Total</i>	\$7,210,019.69	\$7,228,335.69	\$7,279,401.69
Net Difference	\$290,066.34	\$362,329.81	\$311,263.81

Left to Raise: \$9,487,425

- Naming Gifts: \$8,000,000
- Community Gifts: \$1,500,000
 - Includes Brick Campaign \$500,000
 - Local Businesses and Families/Individual \$1,000,000

THIS IS THE YEAR

- Campaign Cabinet Report
 - Major Gifts and Business
 - Individuals/Families and Campaign Support
- Events Update
 - Gala
 - Upcoming Private & Community Events

2020 Campaign Update

- Campaign Cabinet Report
 - Major Gifts and Business (Woody, Joshua)
 - Individuals/Families and Campaign Support (Cynthia, Bill)

Campaign Support Committee Recommended Policies for Public Phase

As of May 1, 2020:

1. Pledge period becomes 24 months.
 2. Gift must be \$2,500 or more to be pledged out over time, and pledging becomes a benefit of joining the Founders' Society.
 3. Three payment options are available:
 - a) Quarterly
 - b) Semi-Annually
 - c) Annually
 4. Pledge cards no longer required for gifts outright.
 - a) Staff will continue to verify acknowledgement on gifts of \$2,500 and above.
 5. Gifts of less than \$2,500 will be acknowledged by email.
 6. Paver campaign is entirely transactional.
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2020 EVENTS

January	February	March	April	May	June
BUSINESS AFTER HOURS AT HELLO SAILOR	FAMILY AND INDIVIDUALS LEADERSHIP KICK OFF	BUSINESS BREAKFAST EVENT	4/3 FOUNDERS' GALA	COMMUNITY EVENTS	COMMUNITY EVENTS
	PORCH PARTIES (2)	PORCH PARTIES (2)	MOORESVILLE EASTER EGGSTRAVAGANA	PUBLIC PHASE KICK OFF EVENT ON SITE	CORNELIUS SYMPHONY IN THE PARK
			CORNELIUS 'TAWBA WALK	HELLO HUNTERSVILLE	
			CULTURE BITES	MOORESVILLE MUSIC ON MAIN	
				CORNELIUS 2ND FRIDAYS AND JAZZ FEST	
				DAVIDSON CONCERT ON THE GREEN	
				BUSINESS AFTER HOURS EVENT	

Goals of the Event:

1. Raise Money
2. Honor our Founders' Society Members
3. Cultivate Naming, Business, and Founders' Society level donors

Founders' Gala

- Committee:
 - Sharon and Woody Washam
 - Pat Bechdol
 - Cynthia Bush
 - Joy Evans
 - Meredith Fite
 - Della Stafford
 - Vickie VanWingerden

2020 Founders' Gala

2020 Gala Timeline

DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
RECRUIT CHAIRS	DEFINE GOALS	DEFINE EVENT	MANAGE RSVPS	EXECUTE EVENT
RECRUIT COMMITTEE	DEFINE PARAMETERS	EXECUTE CREATIVE	MANAGE DATABASE	FOLLOW UP
BOOK VENUE	ENGAGE CREATIVE TEAM	CREATE INVITE LIST	FINE TUNE DECISIONS	FOLLOW UP
	ENGAGE PARTNERS	MAIL INVITATIONS	CULTIVATE GUESTS	FOLLOW UP
	RECRUIT SPONSORS	RECRUIT SPONSORS	RECRUIT SPONSORS	

2020 Founders' Gala



founders'
GALA

**CAIN
CENTER
FOR THE ARTS**

**FRIDAY
APRIL 3RD
'20 / 6.30PM**

**RSVP BY
MARCH 20
'20**

*black tie optional
open bar
gourmet stations
entertainment
valet*

*complimentary
rides home by
Masters Transportation*

PENINSULA CLUB
19101 Peninsula
Club Dr
Cornelius, NC

2020Gala@cainarts.org
or 980 689 3101

**2020
FOUNDERS' GALA
COMMITTEE**

THE HONORABLE
WOODY AND SHARON WASHAM, CHAIRS

PAT BECHDOL
CYNTHIA BUSH
JOY EVANS
MEREDITH FITE
DELLA STAFFORD
VICKIE VANWINGERDEN

**CAIN
CENTER
FOR THE ARTS**

2020 Founders' Gala

The Evening:

- 5:30 Pre-reception to honor sponsors, Cain level donors, and top prospects
- 6:30 Guests arrive. Cocktails and passed hors d'oeuvres
- Paver sales begin
- Music by Bill Ward Jazz Trio
- Seated dinner, doors open at 7:30
- Reveal new renderings, video fly-through
- Live auction
- Paddle-Raise pledging
- Dessert reception, more jazz
- Valet and rides home

2020 Founders' Ball

WHAT WE'VE ACCOMPLISHED:

- A goal-driven plan
- Outstanding Committee
- Invitations are on press and on time
- Subcommittees working on details
- Prospect lists delivered to board members
- First sponsorship successful

WHAT LIES AHEAD:

- Executing the collateral
 - Finalizing menu, décor, vendors
 - Finalizing presentation
 - Inviting guests and cultivating donors
-

2020 Founders' Ball

WHAT WE NEED:

Board members to return their invite lists.

First deadline 2/4

2/17 absolute deadline

This is What We're Asking the Board to do:

- Complete your invitation list by this Friday.
- Hand deliver invitation when possible beginning February 17
- Personalize mailed invitations by February 21
- **Make it clear that the goal of the evening is fundraising**
- **Cultivate your prospects:**
 - **Have coffee**
 - **Host a porch party**
 - **Make a personal phone call**
- Send email with electronic invitation now
- Follow up for RSVP
- Arrive at the event by 6:15 to greet guests
- Circulate, answer questions, be an ambassador