

DEVELOPMENT DIRECTOR JUNE 2022 REPORT

- See pre-reads for monthly campaign report, Development Road Map and Development Timeline.
 - Road Map shows detailed activities for the next quarter
 - Development Timeline is a Gantt chart showing monthly activities and revenue projections for current and next FYs and beyond
- The FY23 Development Committee met on 6/10 for an orientation and overview
- We have written off two campaign pledges due to lack of donor response/action and have complied with write-off protocols:
 - \$2,200 Patrick & Siobhan Jackson
 - \$2,500 T.W. Baugh
- The 5/29 Boatyard fundraiser netted \$1,218 and another fundraiser is scheduled for Labor Day timeframe
- Atrium has approved \$35,000 in sponsorship support, bringing our FY23 sponsorship totals to \$122,500.
- We are now focusing our energies on the July 28 Season Preview party, which will double as a donor appreciation event. Save the date postcards to Giving Circle donors will be issued next week

DEVELOPMENT CAMPAIGNS – SUMMARY

Campaign	Goal	Status 6/10/22	Remaining to Goal	Deadline
Capital Campaign	\$25,000,000	\$24,340,751	\$659,439	12/31/2022
Operating Endowment Campaign	\$1,000,000	\$500,000	\$500,000	6/30/2023
FY22 Campaigns				
Individuals	\$50,000	\$68,158	exceeded goal	6/30/2022
Corporate	\$50,000	\$53,251	exceeded goal	6/30/2022
FY23 Campaigns				
Individuals	\$200,000	\$6,667	\$193,333	12/31/2022
Corporate	\$125,000	\$122,500	\$2,500	12/31/2022

DEVELOPMENT ROAD MAP	MAY 2022	JUNE 2022	JULY 2022	AUGUST 2022
Development Committee Agenda	<ul style="list-style-type: none"> ✓ Grand Opening event discussion ✓ Preview Party ✓ Recruit subcommittee leaders 	<ul style="list-style-type: none"> ○ Committee member orientation 	<ul style="list-style-type: none"> ○ FY23 Annual Giving design/timeline ○ Season Preview Party 	<ul style="list-style-type: none"> ○ Prospect development ○ Capital Campaign donor conversion – ID lead gifts for Annual Fund
Individuals	<ul style="list-style-type: none"> ✓ Boatyard Fundraiser 	<ul style="list-style-type: none"> ○ Season Preview Save the Date issued 	<ul style="list-style-type: none"> ○ FY23 Annual Fund Program Design ○ Season Preview Party 	<ul style="list-style-type: none"> ○ Design Annual Fund collateral ○ Prospect development
Corporate	<ul style="list-style-type: none"> ✓ Confirm & Complete all FY23 sponsor agreements 	<ul style="list-style-type: none"> ○ Season brochure recognition page 	<ul style="list-style-type: none"> ○ Season Preview Party 	<ul style="list-style-type: none"> ○ Sponsorship fulfillment
Grants	<ul style="list-style-type: none"> ✓ NCAC and ASC Requests 	<ul style="list-style-type: none"> ✓ Grant research 	<ul style="list-style-type: none"> ○ Grant research ○ Annual Grant Timeline 	
Stewardship	<ul style="list-style-type: none"> ✓ Schedule donor recognition event (July) ✓ Design and issue Insider Newsletter 	<ul style="list-style-type: none"> ○ Plan donor recognition event (July) ○ Design Insider Newsletter 	<ul style="list-style-type: none"> ○ Donor Recognition / Season Preview Party July 28 6 pm ○ Issue Insider Newsletter ○ Confirm stewardship plan for FY23 	
Capital Campaign	<ul style="list-style-type: none"> ✓ Major Gifts ✓ Founders Society display 	<ul style="list-style-type: none"> ○ Major Gifts ○ Recognition plaques ordered 	<ul style="list-style-type: none"> ○ Major Gifts 	<ul style="list-style-type: none"> ○ Major Gifts
Cain Center Champions	<ul style="list-style-type: none"> ○ Volunteer policies ○ Champions Handbook ○ Recruitment begins 	<ul style="list-style-type: none"> ✓ Schedule July information & training sessions 	<ul style="list-style-type: none"> ○ Recruitment ○ Information Session ○ Training Session ○ Schedule August & Sept sessions 	<ul style="list-style-type: none"> ○ Information Session ○ Training Session ○ Vsys One implementation
Behind the Scenes		<ul style="list-style-type: none"> ○ Website redesign ✓ Season Brochure info 	<ul style="list-style-type: none"> ○ eTix / Neon API 	<ul style="list-style-type: none"> ○ Neon cleanup

Cain Center for the Arts
Development Plan Timeline

Planning and internal activities
Marketing efforts and campaigns

Area	Activity	FY22						FY23													
		Jan	Feb	Mar	Apr	May	Jun	TOTAL	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Capital Campaign		\$ 400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ -	\$ -	\$ -	\$ 100	\$ 100	\$ 500	\$ -	\$ -	\$ -	\$ -			\$ 700
Brick Sales		\$ 10	\$ 25	\$ 5	\$ 1	\$ 1	\$ 1	\$ 43	\$ 1	\$ 1	\$ 1	\$ 3	\$ 10	\$ 15	\$ 1	\$ 5	\$ 1	\$ 1	\$ 1	\$ 1	\$ 41
Individual Giving Program		\$ 5	\$ 5	\$ 10	\$ 10	\$ 10	\$ 10	\$ 50		\$ 20	\$ 50	\$ 50	\$ 50	\$ 30							\$ 200
	Board Campaign																				
	Annual Fund Campaign - Oct-Dec annually																				
Corporate Giving Program			\$ 25	\$ 25	\$ 25	\$ 25		\$ 100					\$ 75	\$ 25	\$ 15	\$ 10					\$ 125
	Secure Sponsor Renewals																				
	Sponsorship Campaign (for following FY)																				
Grant Activities							\$ 411	\$ 411								\$ 411				\$ 35	\$ 446
	Town of Cornelius (deferred to next FY)																				
	NCAC program and technical assistance grants																				
	ASC program and technical assistance grants																				
	ASC & NCAC Operating grants																				
Operating Endowment Campaign								\$ -			\$ 250	\$ 250	\$ 250	\$ 250							\$ 1,000
	Private Events																				
	Operating Endowment campaign																				
Seat Naming Campaign																					\$ -
	Discovery and research, Present, Discuss, Approve																				
	ID Campaign Chair / Planning																				
	Prospects: Capital and Annual Donors																				
	Seat Naming Campaign																				
Stewardship Activities																					
	Donor Appreciation and Season Preview Party																				
	Donor Thankathon																				
	Founders Society Opening events																				
	Quarterly Insider E-Newsletters	CC			CC/AF				Season			AF			AF						
Cain Center Champions																					
	Secure Volunteer Leadership																				
	Annual Recruitment Campaign																				
	Volunteer Appreciation Event/Season Launch																				
Cain Legacy Society																					
	Research and Discovery																				
	Prospect Development																				
	Quiet phase																				
	Public phase																				
	Annual Promotion																				
Marketing and Promotion																					
	Annual Fund Collateral Design and Printing																				
	Sponsorship Program Collateral Design and Printing																				

Area	Activity	FY22						FY23														
		Jan	Feb	Mar	Apr	May	Jun	TOTAL	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL	
	Seat Campaign Collateral Design and Printing																					
	Ongoing Direct Mail Campaigns		CC & B		AF		AF					Ed		YE								
	Website Updates - Development																					
	Staffing & Professional Development																					
	Development Committee structure and recruitment																					
	Annual personnel review																					
	Monthly Development, Exec, Board meetings																					
	Development Expense Budgets																					
	Annual Development Rev & Exp Projections Drafted																					
	Annual Development Rev & Exp Approved																					
	Mid year revision																					
	SUMMARY																					
	Capital Initiatives																					
	Capital Campaign	\$ 400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ -	\$ -	\$ -	\$ 100	\$ 100	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 700
	Brick Sales	\$ 10	\$ 25	\$ 5	\$ 1	\$ 1	\$ 1	\$ 43	\$ 1	\$ 1	\$ 1	\$ 3	\$ 10	\$ 15	\$ 1	\$ 5	\$ 1	\$ 1	\$ 1	\$ 1	\$ 1	\$ 41
	Seat Naming Campaign	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Operating Endowment Campaign	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250	\$ 250	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000
	<i>subtotal Capital</i>	\$ 410	\$ 25	\$ 5	\$ 1	\$ 1	\$ 1	\$ 443	\$ 1	\$ 1	\$ 251	\$ 353	\$ 360	\$ 765	\$ 1	\$ 5	\$ 1	\$ 1	\$ 1	\$ 1	\$ 1	\$ 1,741
	Annual Giving Program																					
	Individual Giving Program	\$ 5	\$ 5	\$ 10	\$ 10	\$ 10	\$ 10	\$ 50	\$ -	\$ 20	\$ 50	\$ 50	\$ 50	\$ 30	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200
	Corporate Giving Program	\$ -	\$ 25	\$ 25	\$ 25	\$ 25	\$ -	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ 75	\$ 25	\$ 15	\$ 10	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 125
	Grant Activities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 411	\$ 411	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 411	\$ -	\$ -	\$ -	\$ -	\$ 35	\$ 446
	<i>subtotal Annual</i>	\$ 5	\$ 30	\$ 35	\$ 35	\$ 35	\$ 421	\$ 561	\$ -	\$ 20	\$ 50	\$ 50	\$ 125	\$ 55	\$ 15	\$ 421	\$ -	\$ -	\$ -	\$ -	\$ 35	\$ 771
	TOTAL REVENUE	\$ 415	\$ 55	\$ 40	\$ 36	\$ 36	\$ 422	\$ 1,004	\$ 1	\$ 21	\$ 301	\$ 403	\$ 485	\$ 820	\$ 16	\$ 426	\$ 1	\$ 1	\$ 1	\$ 1	\$ 36	\$ 2,512