



Memo to: Development Committee
From: Jean Bock, Development Committee Chair
 Perry Mixer, Development Director
Subject: Development Committee report for November 2022
Date: November 9, 2022

In lieu of our monthly meeting, here is a summary of activities we'd like to share with you.

MONTHLY CAMPAIGN STATUS REPORT

We continue to be ahead of the curve in terms of cash flow expectations for both of our active campaigns (see second column from right).

ACTIVE CAMPAIGNS REPORT – OCTOBER 31, 2022					
FY23 Campaigns	Annual Goal	MTD Cumulative Goal	MTD Actual thru 10/31/22	Over/Under MTD Goal	Over/Under Annual Goal
Friends of Cain Center	\$200,000	\$50,000	\$81,905	\$31,905	\$118,095
Sponsorships	\$125,000	\$125,000	\$172,500	\$47,500	\$47,500
Grants	\$456,000	\$426,000	\$426,000	\$0	-\$30,000
TOTAL	\$781,000	\$573,500			

Capital Campaign & Endowment	Campaign Goal	October Activity	10/31 Actual	Variance
Capital Campaign	\$25,000,000	\$0	\$24,375,607*	-\$624,393
Brick Campaign		\$514	\$378,210	
Pledges Receivable			\$331,834	

* Includes Bricks

For the Friends Campaign, we are currently working to secure support from our major (Cain Circle) donors. We will also send out another fundraising appeal message via email after Thanksgiving that focuses on year-end giving. Meredith is working on her top 50 list. We're encouraging each of you, if you haven't already, to become a Friend on Cain.

On the Corporate Campaign, we have a major ask into Atrium (on top of the funding we have already received), stay tuned for developments there. Dale and Joshua are working on prospects for FY24 support and are coordinating their work with Meredith and Judi.

As part of the promotion of grand opening week (see below), Anita and I will be calling all current donors to check in and ensure that they have received our materials, answer questions, etc. It will also be an excellent opportunity for us to thank them for their support, update our records, changes in addresses, emails, phone numbers, birthdays, etc. Stewardship in action!

GRAND OPENING PLANNING

Plans are well underway for our Grand Opening Week:

- January 3 Tue 10:30 am Chamber of Commerce Ribbon Cutting Ceremony
- January 3 Tue 4 - 8 pm Public Open House
- January 4 (no events scheduled)
- January 5 Thu 5:30 – 8 pm Founders’ Society Appreciation Party and Dedication
- January 6 Fri 5:30 – 8 pm Founders’ Society Appreciation Party and Dedication
- January 7 Sat 6 pm reception, 8 pm performance
Grand Opening Concert: An Evening with Renee Elise Goldsberry

We’re extremely excited to have the Tony-Award-Winning Actress Renee Elise Goldsberry. Renee has performed in many Broadway shows such as THE COLOR PURPLE, THE LION KING, GOOD PEOPLE, RENT, and is best known for her role as Angelica Schuyler in the original cast of HAMILTON for which she won a Tony Award. She also has an extensive television resume, most recently seen in EUREKA and SHE -HULK: ATTORNEY AT LAW.

On logistics: To keep each of you up to date, here is where we’re at.

- While working with the balloon company, we realized the balloon strings we originally wanted were not stationary, so with the number of changing acts at our open house, we’ve changed the balloon order to an arch over our step and repeat.
- Invitations will to our Founders’ Society nights should hit mail boxes on 11/14
- Grand opening announcement cards should hit the mailbox of all our donors/patrons on 11/14
- Email communication, print and social media campaigns announcing the grand opening week will start next week. Lots of information is coming!
- We’ve confirmed the search spot lights for Saturday night
- All bottles of the LaMarca are in a climate-controlled storage unit.
- At our next meeting we’ll be narrowing down on volunteer needs, which will include pre-grand opening week tasks such as attaching pins to thank you cards for the “find my brick”

and attaching the art piece labels to the LaMarca bottles. More to come about volunteer needs soon!

DEVELOPMENT COMMITTEE MEETING SCHEDULE

Here is the schedule for the remaining Development Committee meetings through June 2023 – all Wednesdays at 2 pm via Zoom. You should have received a calendar invite from Perry for these meetings.

December 14

January 11

February 8

March 8

April 12

May 10

June 14

NEXT MONTH'S MEETING AGENDA

- Grand Opening week updates
- Campaigns status report
- Review of Cain Center Fund Raising Policies and Procedures

DEVELOPMENT ROAD MAP – next three months

See next page.

DEVELOPMENT ROAD MAP	NOV 2022	DEC 2022	JAN 2023
Development Committee Agenda	<ul style="list-style-type: none"> ○ Friends campaign major donors ○ Grand Opening planning ○ FR Policies and Procedures ○ Preliminary FY24 Budget 	<ul style="list-style-type: none"> ○ FY24 Sponsors ○ Recommend FR Policies to Board ○ Review proposed Planned Giving policies 	<ul style="list-style-type: none"> ○ Friends Campaign ○ Finalize FY24 Budget ○ Major Gifts ○ Recommend Planned Giving policies to Board
Grand Opening	<ul style="list-style-type: none"> ○ Design and mail GO FS invitation 	<ul style="list-style-type: none"> ○ Founders' Society event preparation 	<ul style="list-style-type: none"> ○ Send thank you notes as appropriate
Individuals	<ul style="list-style-type: none"> ○ Appeals continue ○ Email follow up to all prospects 	<ul style="list-style-type: none"> ○ End of year appeal 	<ul style="list-style-type: none"> ○ Issue Tax Letters ○ Plan Donor appreciation events
Corporate	<ul style="list-style-type: none"> ○ Atrium Health Care Partner sponsorship opportunity ○ Update all signage for opening 	<ul style="list-style-type: none"> ○ Begin FY24 Sponsor campaign ○ Prospect meetings 	<ul style="list-style-type: none"> ○ Prospect meetings ○ Plan sponsor appreciation activities
Grants	<ul style="list-style-type: none"> ○ Research ○ FFTC Grant Opportunities 	<ul style="list-style-type: none"> ○ Begin work on Town of Cornelius Grant 	<ul style="list-style-type: none"> ○ Board approval of Town Grant and submission ○ PCF, HATL, City of CLT grants
Stewardship	<ul style="list-style-type: none"> ○ Planning spring stewardship activities ○ Bricks installation 	<ul style="list-style-type: none"> ○ Grand Opening planning 	<ul style="list-style-type: none"> ○ Plan Volunteer Appreciation Month activities
Capital Campaign	<ul style="list-style-type: none"> ○ Quiet final phase 	<ul style="list-style-type: none"> ○ Quiet final phase ○ Plan for transition to Endowment Campaign 	<ul style="list-style-type: none"> ○ Transition to Endowment Campaign
Champions	<ul style="list-style-type: none"> ○ Complete Volunteer Handbook ○ Schedule training dates ○ Promote signups for GO, Jan 	<ul style="list-style-type: none"> ○ Training events – FOH volunteers ○ Finalize January assignments 	<ul style="list-style-type: none"> ○ Training events as needed ○ Finalize February assignments