

**FOOD BANK OF THE SOUTHERN TIER**  
**Development Committee Meeting**  
 January 29, 2021 8:30 am - 10:00 am

Member	In Attendance	Unable to Attend
John Bayne (Chair)	X	
John Alexander		X
Peter Newman		X
Dave Radin	X	
Joe Thomas	X	
Alison Wolfe	X	
Julie Monahan	X	
Anis Fadul	X	
Amanda Smith-Socarlis	X	
<i>Ex-Officio</i>		
Natasha Thompson	X	
<i>Staff</i>		
Meghan Parsons	X	
Lynn Dates	X	

**1. Welcome and Call to Order**

John Bayne called the meeting to order at 8:31 am

**2. Opening Prayer**

Alison Wolfe led the opening prayer.

**3. Approval of October 30, 2020 Minutes**

*Joe Thomas made a motion to approve the October 30, 2020 minutes.  
 Amanda Smith-Socarlis seconded. All were in favor. None opposed.*

**4. Fundraising Update**

“As something to keep in mind as we think about FBST fundraising,” John Bayne acknowledged, “the absolute uncertainty that still exists,” adding, “that we must acknowledge that this uncertainty is still higher around the world than it had been in the past.”

Meghan reviewed the FY 2020 Development and Community Engagement dashboard, noting \$7.8M in revenue surpassed all projections and thanking the BOD and Committee members for their contributions. Natasha noted that significant excess reserves include amounts carried over from past years totaling \$5.3M. Meghan pointed out the following: online giving increased by more than \$1M or 384%; increases in donor levels; positive retention behaviors and the activities that the Development team has taken in response; increased number of gifts, and; the success of the major donor program. John Bayne pointed out that the 20-30-year-old age demographic has made Venmo, PayPal, and Apple Pay their main methods of paying and giving, adding that these are digital methods that we should discuss further at the next meeting.

**5. Volunteer donor thank you call program**

Meghan explained that her department participated in a day-long annual goalsetting retreat and reviewed the 2021 priorities, noting areas where BOD and Committee members can assist: participation in the donor thank you call program which Meghan explained in detail, engagement and giving conversations with Meghan and Mary Jane Bray, Major Gifts Officer, and providing recommendations for project management software. The group discussed their thoughts and ideas.

**6. 10/30/2020 action items review & member report out**

The group reported on action items from last meeting:

John Bayne encouraged gifts from two Corning executives.

Amanda Smith-Socarlis contacted Seneca Lake Wine Trail regarding Cheers for Change.

Anis Fadul is working to find an organization for Tour de Keuka.

Alison Wolfe followed up on a Cheers for Change contact.

Dave Radin shared his methods for engaging others in the work of FBST.

Joe Thomas shared his participation in the Cheers for Change subcommittee.

Julie Monahan shared that she received approval for the 2021 Drive Away Hunger program where car dealerships match donations from those who test drive vehicles throughout April and May.

John Bayne pointed out four open items for the next meeting: 1. Digital payment methods; 2. Project management software; 3. Managing corporate donors by portfolio; 4. Feedback regarding digital programs manager. John thanked the committee for their work and their time.

**7. Next meeting dates TBD**

- **May 7**
- **August 13**
- **October 29**

**8. Adjourn**

The meeting adjourned at 9:53 am.

Minutes respectfully submitted by,

Lynn Dates, *Executive Assistant to  
Natasha R. Thompson, President & CEO*

Action Items	Responsible	Due Date
Digital payment methods	All	May 7, 2021
Make recommendations for project management software	All	May 7, 2021
Managing corporate donors by portfolio	All	May 7, 2021
Feedback regarding digital programs manager	All	May 7, 2021



**Development Committee Meeting AGENDA**  
**May 7, 2021**  
**8:30 am – 10:00 am**

<b>TOPIC</b>	<b>FACILITATOR</b>	<b>ACTION</b>	<b>TIME</b>
1. Welcome and Call to Order	John Bayne		3
2. Opening Prayer	Peter Newman		2
3. Approval of January 29, 2021 minutes	John Bayne	Approve	3
4. Assumptions report	Meghan Parsons	Presentation	15
5. Fundraising update	Meghan Parsons	Discussion	10
6. Feeding America network fundraising info	Meghan Parsons	Discussion	15
7. Volunteer donor thank you call program update	Meghan Parsons	Presentation	5
8. 1:1 conversations with board/committee members	Meghan Parsons	Discussion	20
9. 1/29/2021 action items review & member report out	John Bayne	Discussion	15
10. Next meeting dates <ul style="list-style-type: none"><li>• August 13</li><li>• October 29</li></ul>	John Bayne		
11. Adjourn	John Bayne		

A large, stylized green leaf graphic that overlaps the text on the left side of the slide.

# Development and Community Engagement Dashboard January - April

*Development Committee Meeting  
May 7, 2021*

# Very strong start to 2021

Year ● 2021



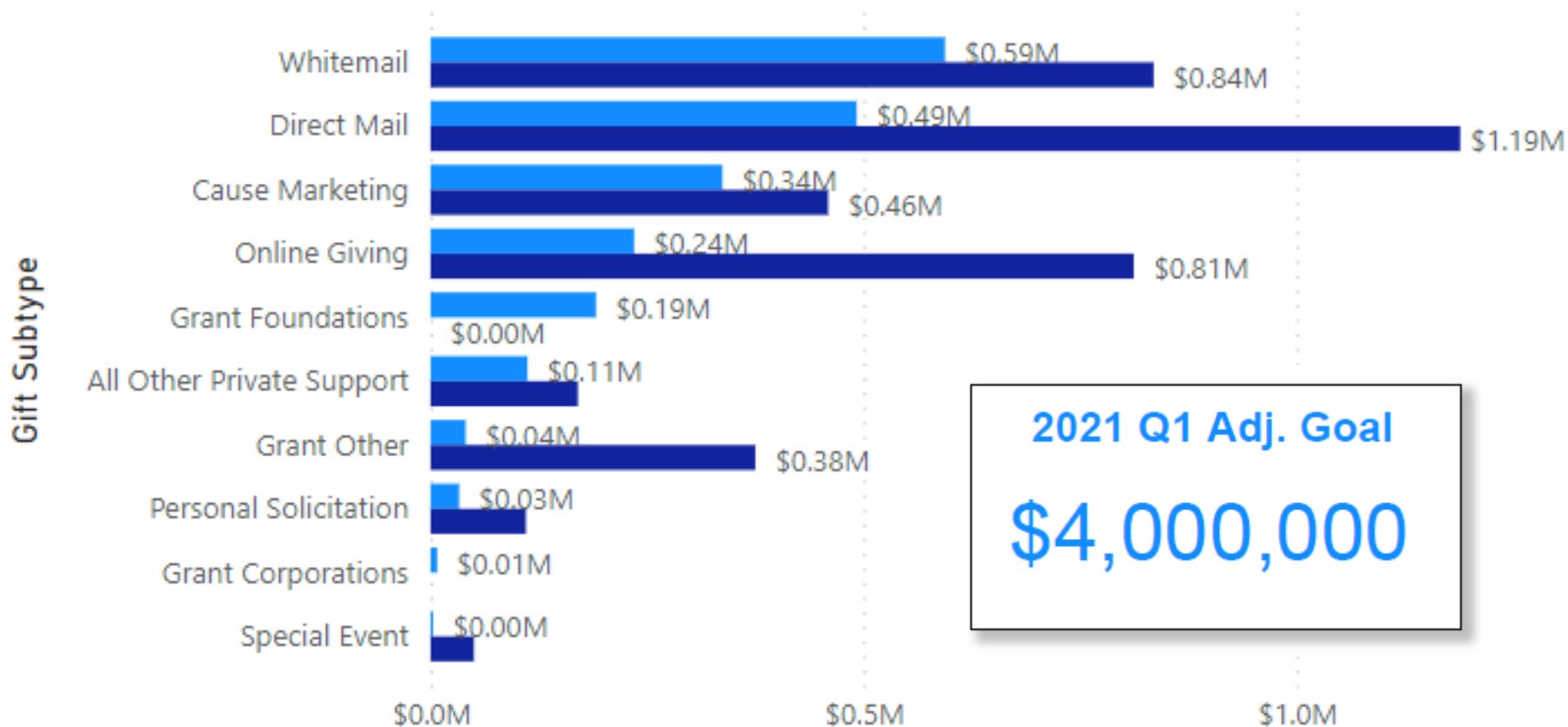
# Reflects Q1 adj. goals

## Original total revenue goal \$3.409M



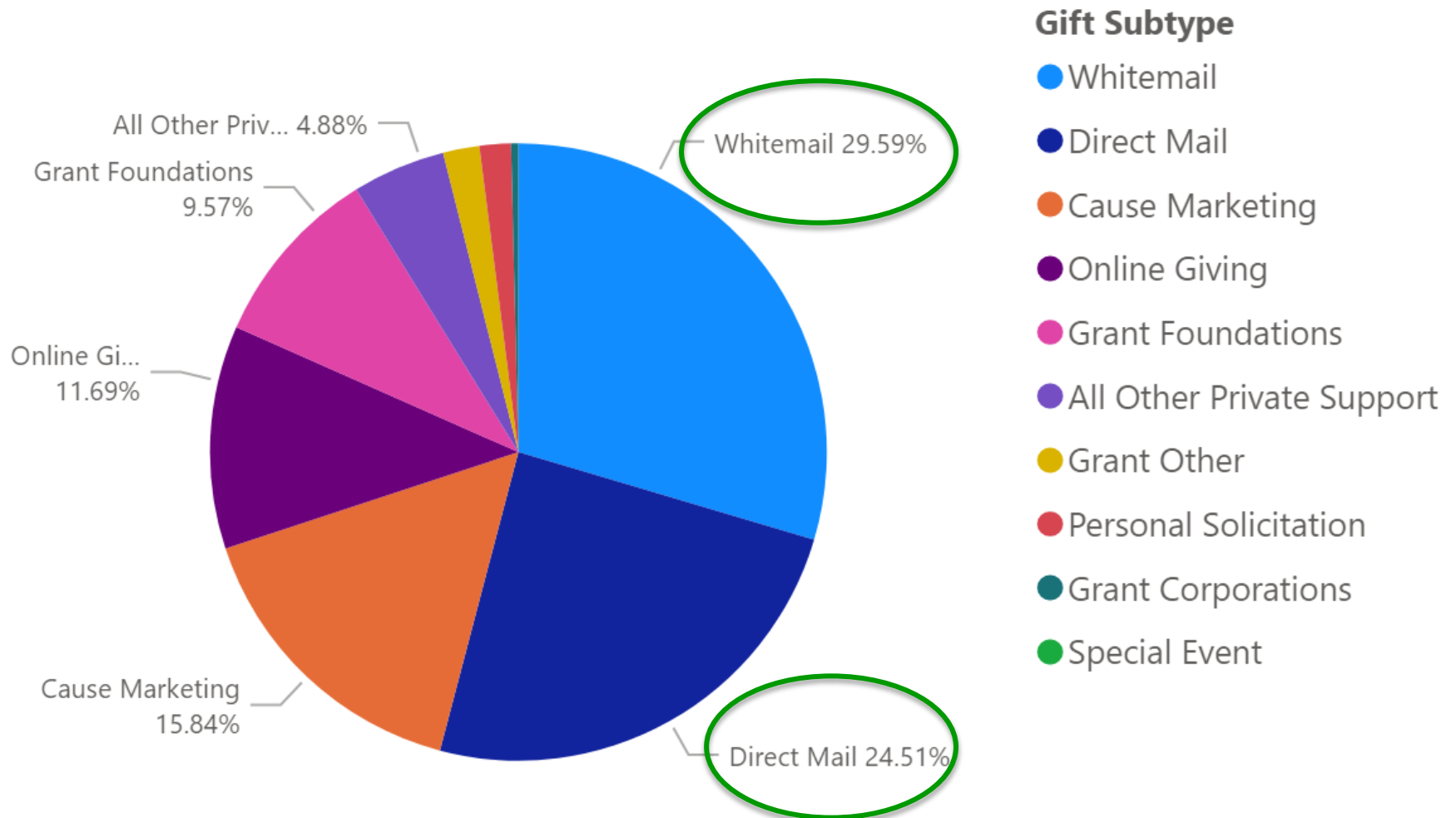
### 2021 Giving by Method Actual vs. Budget Goal

● Gift Subtype Amt ● Gift Subtype Goals



# Whitemail super high Direct Mail strong

## 2021 Giving by Method Actual



# Loyal 4+ broke 50%

## New Last Year halfway to goal



### 2021 Retention Behavior Summary

Retention Behavior	# Constituents	# Donors	# Gifts	% Given	2021 Goal
Loyal 4+	4,038	2,064	4,345	51.1%	86%
New Last Year	7,881	1,384	2,361	17.6%	35%
New this year	559	558	634	99.8%	100%
Loyal 2	1,719	521	999	30.3%	60%
LYBUNT	2,426	516	808	21.3%	62%
Loyal 3	881	307	575	34.8%	68%
SYBUNT 1-2	10,885	164	179	1.5%	8%
Long Lapsed	22,476	123	137	0.5%	1%
SYBUNT 3+	1,438	90	111	6.3%	30%
Non-Donor	27,327	41	62	0.2%	1%
<b>Total</b>	<b>79,630</b>	<b>5,768</b>	<b>10,211</b>	<b>7.2%</b>	<b>15%</b>

**“New Last Year” includes:**

- donors who gave first gift in 2020
- donors who gave in distant past (prior to 2016) & reactivated by giving a gift in 2020



# Ind. vs. Org. *Total Giving* in a neck & neck race...



## Individual Donor Gift Table

Year	2021		
Gift Amount Range	Total Giving	Average Gift	Donor Count
\$50,000 - \$74,999	\$50,000	\$50,000	1
\$5,000 - \$11,999	\$67,185	\$5,599	10
\$2,500 - \$4,999	\$51,548	\$1,663	17
\$1,000 - \$2,499	\$185,304	\$655	138
\$.01 - \$999	\$638,818	\$67	5,375
<b>Total</b>	<b>\$992,855</b>	<b>\$101</b>	<b>5,541</b>

## Organization Donor Gift Table

Year	2021		
Gift Amount Range	Total Giving	Average Gift	Donor Count
\$100,000+	\$496,719	\$55,191	3
\$50,000 - \$74,999	\$156,000	\$39,000	3
\$25,000 - \$49,999	\$38,000	\$6,333	1
\$12,000 - \$24,999	\$148,393	\$3,373	9
\$5,000 - \$11,999	\$118,452	\$3,484	16
\$2,500 - \$4,999	\$10,013	\$1,252	3
\$1,000 - \$2,499	\$42,056	\$841	30
\$.01 - \$999	\$34,405	\$165	147
<b>Total</b>	<b>\$1,044,038</b>	<b>\$2,868</b>	<b>212</b>

- Gift Tables are hard credit only
- Donor Advised Fund gifts & United Way passthrough donations typically come in through Organization records

# 10% of new donor this year have already made 2+ gifts!

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## **First time donors Jan.-Apr.**

- # of donors – 611
- Total – \$94,849
- Donors made 2+ gifts – 10.5%

## **Full Plate Partners (Monthly Recuring Donor Program)**

- April total # successful gifts – 571
- April total – \$23,636
- Total # active donors – 577
- YTD total – \$179,426

## **Mother's Day Matching Campaign**

- Online Giving & Matches only; Direct Mail coming in now
- # of donors – 196
- Total – \$84,078 (including all matches totaling \$60,000)

# Appendix

# Giving by Method Definitions

CATEGORY / GIFT SUBTYPE	DEFINITION	EXAMPLES OF APPEALS WITHIN CATEGORY
<b>Cause Marketing</b>	<u>Cause Marketing</u> : Any monies received directly from cause marketing campaigns. A Cause Marketing program is consumer-facing. If the program is marketed to customers or customers are asked to take action, whether it be a donation, purchase or other, it is a Cause Marketing campaign (e.g. Check-Out- Hunger, Macy's, Pampered Chef, Campbell's Soup, and others).	Check Out Hunger Cheers for Change Fill the Bus General Cause Marketing
<b>Special Events</b>	<u>Special Events</u> : Gross revenues from planned Food Bank special events, including events hosted by your organization and third-party events benefitting your organization. <b>Include corporate sponsorships of specific events. Do not include food and funds drives.</b> Please include revenue from food and funds drives in "All other Private Support."	Tour de Keuka Selfless Elf Empty Bowls Construction
<b>Direct Mail</b> <b>Appeal categories divided by:</b> - Direct Mail Acquisition - Direct Mail Cultivation - Direct Mail Saturation	<u>Direct Mail</u> : Revenues from all direct mail sources, both national and local. Do NOT include web revenue or email direct marketing. These should be included in Online Giving. This category does include renewal gifts (cultivation) and acquisition mailings. Include corporate gifts made in response to a direct mail appeal. Do NOT include unsolicited gifts or whitemail.	All Direct Mail Appeals Harvester Newsletters Circle to Feed Hope Annual Appeal Circle to Feed Hope Spring Lapsed Appeal Thank You Letter Envelopes
<b>Realized Deferred Gifts and Bequests (Planned Giving)</b>	<u>Realized Deferred Gifts and Bequests (Planned Giving)</u> : The most common form of planned giving, a bequest is made through a will or living trust. Please only report actual revenue received in your most recent fiscal year from bequests.	Bequests
<b>Online Giving (including e-mail and other web revenue)</b>	<u>Online Giving (including e-mail and other web revenue)</u> : All revenue from online giving, including responses to e-mail appeals and direct mail appeals that result in gifts made directly through your website, and all other gifts made through your website.	Online Gifts Turkey Drive Giving is Gorges
<b>Personal Solicitation</b>	<u>Personal Solicitation</u> : All gifts from individuals that were received as a result of a personal, one-on-one solicitation, for example in person, over the phone, etc. Include gifts from corporations, foundations, or organizations that were received as a result of a personal, one-on-one solicitation if they cannot be counted in any of the other categories. <i>If a corporation was approached by your team for a truck sponsorship, that would be personal solicitation. If they spontaneously reach out on their own with a check to sponsor Hunger Action Month t-shirts, that might be Whitemail, etc.</i>	CTFH Follow Up Other Sponsorships (non-event related)
<b>Grant - Corporations</b>	<u>Grant Applications - Corporations</u> : All revenue received as a result of a grant application to corporations (or corporate foundations). Do NOT include gifts from corporations that were not a result of your Food Bank submitting an application for the grant.	
<b>Grant - Foundations</b>	<u>Grant Applications - Foundations</u> : All revenue received as a result of a grant application to foundations (or family foundations). Do NOT include gifts from foundations that were not a result of your Food Bank submitting an application for the grant.	
<b>Grant - Other</b>	<u>Grant Applications – Other (non-government)</u> : All revenue received as a result of a grant application to other organizations that are NOT corporations, foundations, or government. These aren't extremely common, but this is designated primarily for other grant-making nonprofits – say, a local church or Rotary club that collects applications for an annual grant. Do NOT include gifts from other organizations that were not a result of your Food Bank submitting an application for the grant.	
<b>Whitemail</b>	<u>Whitemail</u> : Correspondence received from donors in their own envelope rather than in an envelope provided by the marketer. Typically these are unsolicited gifts from individuals without direct relation to any direct marketing campaign or other solicitation method. <i>If sponsors spontaneously reach out on their own with a check to sponsor Hunger Action Month t-shirts, that might be Whitemail.</i>	
<b>All Other Private Support</b>	<u>All Other Private Support (Does not fit into one of the above categories. Includes United Way, other social and religious organization giving, and employee giving campaigns)</u> : All revenue from private sources (non-government) that are not included in any of the categories above. This may also include revenue received from private sources as a direct result of a hurricane, flood, tornado, or other disaster. However, DO NOT include disaster revenue received as part of a direct mail campaign. Please include that in Direct Mail or Online Giving, as appropriate). <b>This includes Food &amp; Fund Drive funds.</b>	Food & Fund Drives Workplace Campaign Employer Matching Gifts Dollars for Doers Volunteers and Speaking Engagements Old Recurring Gift - Monthly / Quarterly**

## Gift Table Definitions/Criteria

- \* Donor Level, Avg. Gift and Dollars represent annual cumulative giving for donors
- \* Donors is a distinct count of donors
- \* Gift types include, Cash, MG Pay-cash (credited to MG Company), Pay-Cash, Stock/Property, Stock/Property, (Sold), Pay-Stock/Property, Pay-Stock/Property (Sold), Recurring Gift Pay-Cash
- \* Campaign includes 2020 Fundraising Campaign
- \* Fund includes all funds other than Donation to Agency
- \* Gift Subtypes include Personal Solicitation, All Other Private Support, Cause Marketing, Online Giving, Direct Mail, Grant Corporations, Grant Foundations, Grant Other, Whitemail, Special Events