

## Development Monthly Board Report

**Month: September**

**Submitted by: JD Ostergaard**

### **Events and Engagement**

UWW presentations on Fundraising Fundamentals and Diversifying Revenue on 9/9 and 9/16.

Aurora Chamber of Commerce Lunch and Learn on 9/12 about Downtown Aurora initiatives.

Planning fundraiser for Dolly Parton's Imagination Library to take place on Thursday, January 16<sup>th</sup> after work hours for a 2 hour cocktail party in honor of Dolly's birthday on 1/19.

Kick off meeting for Holiday Assistance with FVUW staff to plan referral collection and next steps. Also met with Hased to discuss their expected numbers as well as changes to the distribution and their wrapping procedures to simplify operations.

Venue 1012's Mr. Blotto concert with board members Maria, Mark, Michele, and Mansa along with volunteers Maddie and Marisa. The M's performed wonderfully in assistance of J.D. and Lisa.

Aurora Chamber Legislative Luncheon on 9/30 to create connections to elected officials offices as well as sponsoring businesses.

### **Programming**

### **Interns Operations**

Office Organization and clean-out took place from 9/5 to 9/9, with many old files and logoed items discarded in anticipation of the brand refresh.

Brand refresh trainings were completed on September 25<sup>th</sup> with a clear idea of the brand kick off on October 23<sup>rd</sup>.

Search Engine Optimization training on 9/19 led by our website developer.

### **Data**

Commitment from Colin Powers of Northwestern Mutual to match our first \$100 in donations from Giving Tuesday.

Received \$238 in tip donations from Venue 1012.

Took in \$750.19 from 7 online donations through our website. 5 are recurring monthly donors and 2 were first time donors.

<b>Resource Development</b>	<p>ITW Presentation on 9/4 from an invitation at United Way of Metro Chicago in Carol Stream. This was the first time we were ever allowed to present to this group and hopefully it results in higher donations to FVUW.</p> <p>Pitney Bowes, Meijer, and Earthmover to plan October campaigns. Pitney Bowes is a new campaign for FVUW, but a national partner already. Meijer was also a national partner, but this will be the first time we are able to present to their regional directors of stores in Illinois.</p>
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