



## **Fund Development Committee Annual Report 2021-2022**

**Purpose** - The Fund Development Committee works with the Administrative Director to establish a fundraising plan that includes such fundraising tactics as special events, grant requests, individual and corporate sponsorships, estate planning, donation requests, and product sales.

**Chair** - Andrea Pemberton & Lindsay White

**Committee Members** - Wayne Greene, Anne Williams, Josie Pascoe

**Meeting Schedule (how frequently and when met)** - 2nd Wednesday of every month

**Overview of Year's Activities (goals, activities, events, challenges, etc.)**

### **Goals:**

The Fund Development committee had several goals going into this year including building a grants portfolio to apply for more grant funding, hosting a successful Madam President awards, diversifying funding streams, and creating more online giving challenges.

### **Successes:**

- Received a \$15,000 grant from Schusterman Family Philanthropies for election reminder billboards. With the funding we are able to have election countdown reminders on ten billboards across the Tulsa metro three days leading up to every election in 2022.
- Hosted successful in-person Madam President event. The event is the largest fundraiser for LWVMT and brought in a net total of \$37,198.03. The event also brought us 9 new members and 2 renewed memberships.
- Online giving challenges were hosted throughout the year to correspond with historical or community events including Giving Tuesday and Superbowl. These campaigns are low lift and bring in over \$500 for each campaign. The goal is to host them every other month throughout the year.
- The Fund Development committee set up a grants portfolio and purchased grant portal access through Grant Station to track and apply for grants.

### **Challenges:**

- We need more support with reviewing, tracking and applying for grants.
- We need to bolster marketing for online giving campaigns.
- We need to diversify our sponsor asks for Madam President event.

## **Recommendations**

- The Fund Development committee would like to continue to diversify our funding sources, including selling “vote” items.
- The Fund Development committee is also interested in helping build out a 3-year development plan under the guidance of budget and other committees.