

**PREVENT CHILD ABUSE ILLINOIS**  
**Minutes of Committee Meeting**

**Committee:** Resource Development

**Chair:** Bari Kessler

**Date:** November 10, 2020

**Present:** Jeremy Goeckner, Bari Kessler, Alicia Barr, Denise McCaffrey, Mary Hardy-Hall

**Absent:** Stacey Kinter

**Topics Discussed**

- Long-Range Plan Goal 4
- Corp., Found., Board & Private Giving
- Fundraisers/Marketing Brainstorm
- Altar'd State Partnership
- Digital Trivia Night Fundraiser Recap
- United Way Campaigns
- Social Media Strategies
- Grants Subcommittee
- 30<sup>th</sup> Anniversary Updates
- Website Update

**Decisions & Actions**

1. Jeremy gave an update on the donations from May 2020 to August 2020. One highlight included our annual donation from the Exchange Club of Naperville despite the Club not being able to hold RibFest in 2020. Board Giving stands at 75% for the year and the committee is very confident we will get to 100% with the year-end giving campaigns.
2. Jeremy gave an update on the various website updates as well as the creation of many new sections of the website to serve as a digital exhibit hall for the conference this year.
3. Jeremy informed the committee that as of this moment he'll move forward with FunFest sponsorship leads as normal though cautions many businesses still might need time before committing. Alicia Barr stated that she would be able to get the Fraternal Order of Police to sponsor the next FunFest. Jeremy also reported donations that have been coming in from the GFWC's advertising of the 30 For 30 campaign.
4. Jeremy & Denise reported that we made nearly \$1,300 from the Mission Monday partnership with the Altar'd State clothing store in the Woodfield Mall in Schaumburg. We will continue to keep in touch with these contacts for future partnership opportunities.
5. The Grants Subcommittee held their second meeting and devised a plan to research grants for application. The committee plans to meet near the first part of December to compare notes and make a plan moving forward.
6. The first quarter numbers from FY21 of the Long Range Plan Goal 4 tracking tool were discussed. All metrics were met or exceeded and Jeremy is confident this trend will continue.
7. The digital trivia night fundraiser was recapped and discussed. The committee thought the night went very well and that given the low cost of the event more should be scheduled. It was also determined that a good path to increasing numbers would be to try to engage college sororities and fraternities in playing against each other as it could be used for social service hours on their behalf. Planning for the next trivia night is underway.
8. The typical fundraising/marketing brainstorm session was held. Ideas discussed and being developed include a virtual 5K for the Spring, a digital magic show or music performance geared towards kids, the Green Family Stores' weather guarantee through News Channel 20 and a gas pump fundraiser aimed at CAP Month 2021.
9. Jeremy plans to still do promotions for Giving Tuesday and the Pledge To Prevent year-end giving campaign will once again commence in December.

**Recommendation to Board:** None at this time.

**Next Scheduled Meeting:** Tuesday, February 09, 2021, at 8:30 AM