



TO: To Board of Directors of the Alliance for the Chesapeake Bay
FROM: Laura Ricciardelli & Mary-Angela Hardwick
DATE: 4.17.2015
RE: Development Summary to the Board

Our communications and development team completed several important objectives in the first quarter of this year. These undertakings not only raised unrestricted funds but also increased the visibility of the Alliance in social media outreach, in various press outlets, and at regional community events. The highlights include:

1) In print, we completed the Alliance annual appeal (raising \$28,965) and we mailed first quarter membership renewals which has brought a steady stream of responses and many generous membership donations. We also mailed over 10,000 Joe Barsin postcards, as our first-quarter outreach, to spotlight Project Clean Stream and to continue our campaign to raise awareness of the Alliance and our work. We received many new inquiries about PCS from those who received the postcard. Lastly, we issued numerous press releases, including the announcement of our new PCS partnership with Keep Pennsylvania Beautiful.

2) In social media, we created buzz on Facebook and Twitter about program events, particularly Project Clean Stream, which has increased its number of clean-up sites this year from 250 to over 530.

3) In the community, the Alliance partnered with the Annapolis Film Festival to sponsor the Environmental Showcase at the Fest. The event had a sellout crowd of 150 film-goers and the Alliance logo was prominent as a backdrop to the panel discussion on climate change and shoreline erosion. The panel of experts was moderated by Al Todd.

THE TASTE OF THE CHESAPEAKE: As the second quarter begins, we are now devoting substantial time and effort to our annual fundraiser the Taste of the Chesapeake.

The Anne Arundel Medical Center Foundation has invited us to host the Taste in the rooftop conference center of the Belcher Pavilion on Tuesday, September 15 from 5:30 to 9:00. This venue will allow us to create many exciting new facets to the Taste and we will work hard with the Board to identify new Sponsors for this year's Taste gala.

TASTE SPONSORS: We have created a new TASTE 2015 SPONSOR PACKAGE and TASTE 2015 SPONSORSHIP BROCHURE, along with a TASTE COVER LETTER, to use when engaging Taste sponsor prospects. The Taste Sponsor brochure describes Taste Sponsorship levels and benefits. MAJOR SPONSORS will be recognized in the Alliance photo documentary/video which will premiere at the Taste gala!

Cornerstone Sponsors will have the opportunity to make welcoming remarks at the Taste. **Our most challenging goal this year is to identify a Cornerstone Partner, a \$20,000 Sponsor who will be recognized throughout the year for its extraordinary commitment to our work across the watershed.**

TASTE GUESTS: Tickets are now available online on the Alliance website! Tickets prices are: \$125 each (and \$100 each for Alliance members).

AUCTION DONORS: The Taste will feature a silent auction comprised of attractive items, event tickets and exciting getaways that are generously donated by Alliance supporters.

Thank you for your enthusiasm in rallying Sponsors, auction items and guests for the Taste. **We look forward to working together with the Board to reach our 2015 Taste Sponsor goal of \$150,000.**