Alliance for the Chesapeake Bay
Development Board Report
May 17, 2019

Unrestricted Revenue to Date: Attached please find a YTD accounting of 2019 donations. Please note: A $30,000 unrestricted private foundation grant was received.

General Updates:

• SOP’s
  o Progress has been made on several fronts in the attempt to create processes and procedures within the Development arena.
    ▪ Development Dashboard is fully functional.
    ▪ SOP’s for Event planning, Gift Acknowledgement process, revised Gift Acceptance Policy, and corporate sponsorship standards are in process.
    ▪ Organizational Sponsorship structure in process
• Appeals:
  o New Donor in 2018 Thank You letter – late February
  o Membership Q1 Appeal – late April. 128 letters sent.
  o Mid-Year appeal currently being developed. Planned drop date late June.
• Events:
  o 2 House Parties and 1 other Major Donor event took place during the spring with great success.
    ▪ February – at the home of Susan Johnson
    ▪ April 13 – Hosted by Greg Wims
    ▪ Major Donors were invited to the premier of a choral piece dedicated to the Chesapeake Bay.
    ▪ April 6 – Major Donors attended a Live Arts Maryland concert.
    ▪ Plans for VA house party hosted by Ginny, and a PA house party hosted by Jim are in the works. Dates TBD.
• Taste:
  o Follow up on sponsorships is currently at the top of the to-do list.
  o Invitations will be sent on or around June 7.
  o $12,000 to date in Taste Sponsorship income.
• Other:
  o Visited the PA office in mid-April. Developed V1 of an action plan to support fundraising in PA.
  o Supported VA in developing Sponsorship package for inaugural Crab Cake Week.