



Development Committee Report
Prepared by: Paul Fletcher, Chair
Date Submitted: November 21, 2017

Meetings:

October 10, 2017

Attending: P. Fletcher, R. Miller, W. Nutter, K. Ottman, J.E. Smith, J. Wilson, M. Otting

Topics:

1. President and CEO J.E. Smith reported on final Tour 2017 results, which will be included in September financials and forwarded to Finance and Audit committees. Riders met goals partners did not. Result: shortfall against budgeted net proceeds. Stihl backed out of partnership for Tour 2018. Davey committed \$50,000 for Tour 2018. They will provide marketing and media coverage. The Tour will ride the week before the ISA conference in Columbus, Ohio. New Tour Safety Committee Chair is Don Roppolo. New Mentoring Chair is Jeff Iles. Per new Strategic Plan, Tour to be reevaluated for 2018/2019. On the table: change it, leave it the same, or eliminate it?
2. Discussed ideas/leads for securing unrestricted operating funds. Endowment goal reached at \$4 million level. Focus to shift to shoring up budget shortfalls by increasing fundraising for unrestricted funds. Hyland Johns is co-chairing the year-end appeal, which is being pulled forward into October.

Appeal ideas from the meeting to secure unrestricted donations:

- J. Wilson suggested contacting Mark Garvin. Re: Bandits \$25,000 commitment. Making personal appeals to Chapter Presidents and Boards and local tree care companies. Consider smaller community events to increase awareness of TREE Fund and fundraise. Bike rides, walks, runs.
 - W. Nutter offered to contact Trees Inc. about their \$20,000 commitment and Jerry Morey about the Bandit plans and commitment.
 - K. Ottman suggested resurrecting the larger live auction. Larger prizes, increase attendance, raise more money, charge admission.
3. Annual Appeal Update. Discussed timing and targeted donors.

4. M. Otting reported receiving several gifts on behalf of John Hendricksen's birthday for the Hall Fund.

November 14, 2017

Attending: P. Fletcher, W. Nutter, J.E. Smith, M. Otting

Topics:

1. Brainstorm Ideas/Leads for Securing Unrestricted Operating Funds. Letters sent to Corporate Partners and Corporate Prospects in October. The committee will help follow up, each member will be assigned blocks of prospects.
2. W. Nutter called Brent Asplundh, resulting in Trees, LLC payment of \$20,000. Bandit is still considering a gift to TREE Fund. W. Nutter reached out to Jerry Morey. Bandit was already credited for the offer of an auction to benefit TREE Fund.
3. Tree and Soil Research Fund Appeal Update. J. Urban sent a personal appeal to 57 of his prospects (high profile LAs) seeking \$5,000 or above. In addition, J. Urban sent out two leadership gift requests.
4. Half of 2018 Endowment Budget submitted to the Finance Committee will come from the TSRF, while the rest will come from Skiera, Hall, and White funds.
5. Annual Appeal Update. The 15th anniversary appeal generated \$13,000 as of this meeting. The appeal started a month earlier than last year. \$30,000 was generated in each of the last 2 years. There was optimism that this year would exceed those years. A mid-December follow up campaign will be supported by committee members.
6. Other Business. Tour Update: Paul Wood completed a preliminary map. The Tour will be about 520 miles and have three hotel stops: Columbus, Mohegan State Park, and Kent. In January, the Tour website for all things Tour will move to treefund.org/tourdestrees. The Stihl site will come down. In 2018, the committee will receive alternative scenarios to consider for future Tours.

Our December 12 meeting may change because of the close proximity to the Trustees meeting in early December, and to allow for follow up reports on individual solicitations.

Accomplishments:

Will Nutter helped move along a donation from Trees, LLC.

Objectives for the next 3 months:

To recruit riders and promote the next Tour.

To continue feeding fundraising ideas to the executive staff.

Next Meeting Date: TBD Late December, 2017