



## Community Engagement\* Update – January 2024

\*Fundraising / Marketing & Communication / Outreach / Training Promotion & Support

### What We're Celebrating – 4<sup>th</sup> Quarter 2023 Highlights

- The **Year-end Appeal** has brought in 48 gifts totaling \$14,518 so far (surpassing 2022's total), with appeal-generated donations continuing to trickle in. Approx. 65% were mailed checks and 35% online donations. \*Thanks to everyone who shared our year-end appeal email blasts and social media posts.
- Our **most successful-ever Give Local crowdfunding campaign**, which generated 39 gifts totaling \$10,410, a new record, and surpassed our ambitious \$10,000 goal, with an additional \$1,300 partial match from the Dawkins Charitable Trust.
- We added **22 new, first-time donors** in 2023 and **"recaptured" 32 previous donors** who had lapsed in 2022 but gave again in 2023.
- We now have **129 highly-committed donors who have given, faithfully, every year for the past 6+ years.**
- We successfully applied for and received a Community Impact **Grant of \$7,500 from the Olympia Rotary Club** earmarked for the rebuilding of our Youth Empowerment Services.
- A successful **October Open House** celebrating Conflict Resolution Day and bringing together volunteers, donors and community leaders (the first time in our building for many of them) to connect with staff and Board members.
- We surpassed the **1,000 followers milestone on Facebook** and currently have the second largest social media following of the 21 DRCs in Washington.

### What's Happening Now

- Promotion of new **"Conflict Crash Course" half-day trainings**, intended to be a lower-barrier/lower-cost introduction to basic communication and conflict resolution skills, as part of our emphasis on access and equity. The first training (online) is scheduled for March 16<sup>th</sup>, with an in-person training (potentially in partnership with ASHHO Cultural Center) tentatively set for May.
- Development and promotion of new **10-Hour "Conflict Resolution Tools for Organizations" training**, to be offered (online) May 1<sup>st</sup> & 2<sup>nd</sup>. We're currently pursuing sponsorship/promotional support from the Thurston County Chamber, Thurston Economic Development Council, and the Society for Human Resources Management.
- Publicity and communication seeking nominations for the **2024 Evan Ferber Peacemaker Leadership Award** started in January (see below), including email blasts, social media and items in The Olympian, Thurston Talk, JOLT and church newsletters.

## **What Support We Need**

- **Help spread the word about the DRC seeking Peacemaker Award nominations**, including sharing email blasts and social media posts, and consider who you, yourself, might nominate.
- Board member participation in the ad-hock **vetting committee for Peacemaker Award nominees** – ideally three members with the chair having experience with the process from previous years. Nomination review will begin after March 1st submission deadline.
- **Personal Thank You calls and notes from Board members to 2023 Leadership Circle members and other key donors**. Contact lists and talking points to be provided in February.
- **Board member support for promotion and logistics for “A Celebration of Peacemakers” event** - including farewell celebration for Jody - in late April/early May (date and venue YTBD). More details to come.
- Continue to **assess your personal and professional connections**, and discuss your comfort level and involvement in donor stewardship, business outreach and “affinity networking” with Joe.