

Great Old Broads for Wilderness

Fundraising Call – 3/29/17

Attending: Shelly Silbert, Carrie King, Lauren Berutich Di Allison, Cristina Harmon, Antonia Daly, Carl Rountree, Rynda Clark, Suez Jacobson

Minutes from February 15th meeting: Carl moved to approve. Antonia seconded. Unanimous approval.

Election of Rynda Clark to the Board: Cristina moved to nominate Rynda Clark to the Board. Carl seconded. Unanimous approval.

Fundraising

The full Board is the fundraising committee.

Shelley: Thank you all for stepping out of your comfort zone to work on creative ideas for raising funds to support Broads' work.

Lauren: Art for Advocacy event on May 14th, Mothers' Day at Fox Fire Farms

The committee working on this event includes Lauren, Caroline and Leslie (former event manager for Fox Fire Farms). The work is going well on this pilot event to showcase the local community (Broadbands food, art, music) and raise money for Broads work – especially to support the 20 people registered for WALTERS. The event will be a collaboration of generations, reaching out to new audiences to advertise and sharing our national presence. 14 pieces of art (estimated auction value of \$3,158) have been donated. The hope is that the event will sell 175 tickets at \$35 each to raise \$6,125. If successful this even can be replicated. More details about the event can be found on the Broads website at

<https://www.youtube.com/watch?v=qdqPoX9IV9A>

Creative ideas to raise funds

Yellowstone Wolf Trip: Meredith Taylor, a guide and outfitter in Yellowstone for over 15 years, volunteered to guide a wolf watching trip for Broads. 13 people paid a \$200 deposit to secure a space. This money went to Broads. Then the participants paid \$350 for trip expenses. It was an amazing opportunity to see and hear wolves during mating season. The trip took almost no staff time and netted Broads \$2,600. If Meredith would do it again, that would be great.

River Maidens: Di's sister, Cindy, created an experience for five women who stayed at her river house, did yoga, crabbing, birding, and hiking with a botanist who specializes in mushrooms. This was an auction item, so we will see if Cindy will do it again.

Utah trip is in the planning phase with a canyoneering expert: See if we can get Jenny to host a trip for large donors who would be asked to contribute at least \$500, though in the past participants in these participants have given much more.

Dinner Parties: Anyone can host a dinner party to introduce friends to the work Broads does. Broads has a slide show to use and will send a staff person if wanted. The participants don't necessarily have to be large donors. This is just a good way to get the word out. Perhaps Di and Carl will host dinners.

Response to donations: Consider having a board member or Broadband leader meet up with donors in their area. Perhaps lower the threshold at which the Board chair calls the donor from \$2,500 to \$250 or \$500. Shelley calls all donors over \$500. Joyce calls those at the \$250 level.

Membership: Should we call people after their first year membership expires? Has to be done right. Call with a "thank you" rather than a robo-call, "Renew." If people renew after first year they are much more likely to stay involved.

Rynda's ideas: Two home stays for the auction – one in a tiny house and one in her house over fourth of July. Great time to be in Bend.

Mentorship program for young or young at heart. Write a grant to take our training to a wider audience – build emerging leadership. Maybe the Brainard Foundation would support this.

Planned giving: We will have training at our retreat.

Stock gifts: need to get more information out and perhaps feature donors in the newsletter

Trip update: The North Rim trip is full with a waiting list of nine people.

None of the other trips are full, but given that none of the trips have been advertised beyond Broads, the numbers are good.

17 just participated in the Mojave Broadwalk

6 registered for White River

20 and 27 for the Redwoods trips (capacity 50)

20 CO habitat connectivity (capacity 60)

4 Escalante River restoration

3 DC (capacity 25-30)

Another email will go out soon to publicize the trips.

Antonia: Presentation at the Sierra Club in NYC led to a \$1,000 donation and being featured on the front of their newsletter. May be related to recent call from an estate planning lawyer expressing an interest in working with us on public lands protection.

Gift memberships: have offered these for \$25 for 25th anniversary. Data is mixed on whether gift members renewed. One year, none did. Another year, 50% did. One incentive for first year is a 10% discount on first trip. (Many of those registered this year are first timers using their discount.)

Might we want to think about coffee mugs as advertising – keeping Broads in people's consciousness. Also, perhaps a clever card would be good.

More male participation: change "Basic Broad" to "Basic Broad or Bro." Have a men's t-shirt.

Board lead for auction: After discussion, it seems that this role is not necessary – that discussion on Board calls by all is enough motivation.

Merchandise: There is now a system to track sales and inventory. Re-ordering on the basis of what sells. Working on new shirts – bro shirt, “Be bold, be brave, be a Broad” shirt, limited edition shirts (pre-pay and then stop when limited number is met). Yes, to hats and visors. Suggestion to create a “bad ass Broad” shirt. Send other ideas to Carrie.

Other suggestions: Amazon Smile, Alpine Bank affinity credit card - both should be mentioned in the newsletter