

BCA Development Committee  
Meeting Minutes  
December 21, 2020 4-5 pm  
Held Via Zoom

In attendance: Billi Gosh, Jacqueline Posley, Jon Weisbecker, Laura McDonough, Lori Rowe, Taylor Gamache, Doreen Kraft, Joyce Cellars, Meara McGinniss, Sally Sheperdson  
Absent: Beth Montuori Rowles

- Approve November meeting minutes
  - Billi asked for motion, Lori moved, Laura seconded
- No public present for public forum
- Debrief board celebration
  - Positive feedback from committee members on this year's virtual celebration
  - Thank you to Erika Senft Miller for her dedication and generosity for facilitating the celebration and envisioning the sensory boxes
- Update on year-end fundraising: Giving Tuesday, annual appeal, and major gifts
  - Focus on personalization, customization and segmentation has resulted in year-end appeal (gifts <\$500) tracking above last year's performance. On track to meet goal
  - Year-end major gift solicitations are also underway. We did not set a goal since we have not tracked year-end major gifts in the past, so we will look to this year's performance to set next year's goals. Solicitations have been taking place in person via Zoom and also through personal letters from Doreen
- Acknowledgment plan for year-end donors
  - Committee members Billi, Jon, Jacq, and Taylor volunteered to send handwritten TY notes to appeal donors
  - Lori (board chair) will send handwritten notes to donors > \$500
- Planning ahead: focus on membership campaign in Jan/Feb 2021
  - Will look for input from committee members on structure, benefits, inclusivity/access, and timing of appeal
  - Homework: asked committee members to think about member programs that they support and participate in. What works? What doesn't? Report back at January mtg.
- Next meeting dates
  - Meeting schedule remains 3<sup>rd</sup> Monday of month at 4 PM
  - Exception will be January mtg due to MLK Jr. Day – meeting date moved to January 11 at 4 PM
- Billi asked for a move to adjourn, Lori moved, Laura seconded