

**LTCO Development/Marketing Committee**  
**June 13, 2011**

Present: Louise McKinney, Andrea Longstreet, Joyce Wallace, Renee Aten, Maureen Paschke, Susan Griffin, Maria Asher.

Andrea Longstreet, LTCO Board member, has been named the Chair of this committee.

The committee reviewed the Summer Donation letter and recommended changes. It will be sent to all donors in the past three years. There will be a different letter developed for donors that have not given in the past three years. Changes were also made to the Contribution Form.

Susan reported that the eTapestry donor software has been purchased through a nonprofit site called TechSoup which offers reduced rates. The version allows for up to 1000 contacts in the database. In the (old) database, there are 1097 contacts of donors prior to 2008, and 490 names of donors who contributed from 2008 on. From the pre-2008 group, there are 140 that gave more than \$100. It was decided that all of the 2008 and later donors will be included, plus the 140 from prior to 2008. That is a maximum of 630, so the names of other prospects that are not yet donors will be added up to 750 total contacts. That will leave 250 new contacts to be added to the eTapestry database.

The prospects names will be coded as such and removed after 3 requests if they don't contribute. Susan and Maria are working with eTapestry support to import the database in the next few weeks. Prior to the import the list will be cleaned through the USPS process to eliminate bad addresses. Susan will also check to see if names of consumers or families identified through the QA/Satisfaction surveys can be added to the prospect list.

It was felt that a newsletter for all donors/prospects needed to be developed to keep communication open with them.

LTCO was denied the United Way grant for the volunteer program. We can reapply in 2013 (depending on criteria). Renee suggested we find out who is on the allocation committee and start to develop a relationship with them now. Susan will check with UW to get the names. We can now go back to foundations that don't fund UW agencies.

Susan noted that she is considering submitting the LOI to the Cleveland Foundation for a Quality Assurance staff/contract person. Maureen thought this would come under their Community Responsive Grants, and recommended contacting Kara Copeland at CF. The Kelvin and Eleanor Smith Foundation may be another possibility, and there should be a contact with Karen Sayre regarding the donor advised funds. Saint Luke's Foundation may be interested in a special project in their primary focus area, and Mt. Sinai only funds health care programs, so they may have an interest in LTCO services also. Susan

also noted that she will be talking with Melanie Hogan, Director at LEAP, about applying for a grant for a shared development person. It was also suggested that the Jewish Community Federation be investigated for funding as LTCO may qualify for funding for work done with Jewish nursing homes.

At a past meeting the committee had considered conducting a market research survey. Susan provided a draft which was reviewed and changes recommended. The committee decided to wait to conduct the survey until we find out if we are accepted for the Mandel Center strategic planning process, because an environmental scan/survey would be part of that process.

Joyce noted that she would be available later in the summer to make calls to groups for Speaker Bureau presentations.

A strategy for developing a Planned Giving program will be discussed at the next meeting.

The next meeting is Monday, August 8 at 4:30 at the LTCO office.