

TDGF Committee Meeting – Monday, March 8, 2021



Agenda

3:00pm – 5:00pm, via Zoom

3:00pm, Information, Reports, Discussion and/or Action Items

1. February Meeting Minutes
2. Thank You's
3. Treasurer's Report, including 2020 Recap
4. Board Update
5. TTCF Meeting update
6. Getting Started on July 2021 campaign
7. Email service report + Quarterly Newsletter
8. TD News – may change depending on space available
 - April – Annual Thank You
 - May –
 - June –
9. Whatever else

Next Meeting:

Monday, April 2021, 3:00pm via Zoom or in the Board Room at Northwoods Clubhouse.

Remote Participation (same URL, ID and Password for all meetings):

<https://us02web.zoom.us/j/85656662859?pwd=N09pTzBUN0RCa0pZcERyNkUzTXZVQT09>

Meeting ID: : **856 5666 2859**

Password: **760561**

One tap mobile

+16699006833,,85656662859#,,,,,0#,,760561# US (San Jose)

Find your local number for audio only: <https://us02web.zoom.us/j/kuQ9H5dD4>

BN

To: Suzanne Sullivan suzsullivan@icloud.com, Diane dianecampbel@gmail.com, Toni Moore tonijmoore1@gmail.com, Carla Brown savvydogtruckee@mac.com, Jennifer Hempfling jenniferbugenator@gmail.com, Marcia Argyris margyris75@gmail.com, Cathy Pellegrini catpellegrini@yahoo.com

Cc: Nan Meek nanmeek@sbcglobal.net

Hello TD Committee:

In preparation for our meeting on Monday, and to get going on the building blocks for the July Campaign. Nan and I wanted to briefly summarize the outcome of the survey and brainstorm session in early Feb and then recap a meeting we had with Suzanne earlier this week.

Takeaways from the Feb session:

- One main campaign in July (height of summer season— July 11-24 is target dates)
- Some (undefined number) fun, “pop-up” fundraising events (a la Doug Devore photo in 2020)
- Participate in TDA events, such as:
 - Annual meeting picnic/BBQ booths (June 27th)
 - 50th Anniversary event (if there is one)
- TDA Assessment mailing insert
- Giving Tuesday appeal (Nov 30, 2021)
- Quarterly newsletter

Overall, we were delighted that our committee was on the same page regarding a newsletter to members. Ongoing communication that we can scale and is direct is essential. An Immediate action item for the newsletter includes obtaining the homeowner member email list while it is still robust and full of addresses and before members opt-out of inclusion on the list due to unpleasant election email traffic.

Thank you Carla for looking into the newsletter hosting option.

Next we need to:

- Develop design, content, writers and production capabilities.

Takeaways Regarding the July Campaign Meeting:

We met with Suzanne earlier this week to begin planning the July Campaign. It will be a two-week campaign and more closely resemble last July's campaign than the Giving is Living campaign. There is a lot of preparation to start now in order to make the campaign a success. Including:

- New video content needs to be identified, produced and shot.
- Develop upbeat, targeted communications for:
 - TD News
 - Social Media,
 - Member Email
 - New Releases

This is a partial to do list, please consider it a sign-up list as well!

Thanks, looking forward to discussing this with you all.

Betsy and Nan

Below is the plan from last year. We have also attached July Campaign analytics that measure the impact/outreach of each “touch” of the campaign. Thank you Suzanne for both.

[illegible]

Party		Suzanne		Suzanne	Matt Warren	Derek	Nan Meek	Stacy	All	Ali
Print / Web / TV Comm		No print communication. Update GF pages on TD website. Something on TD TV screens if they are running.								
Other Comm		email vis TDCares	*92" email	posting (include video???)	email w/video	Posting: Facebook, Instragram, ??	email w/video	email or social media w/video		eBlast
Target Audience		previous dinner attendees	All TD members	TD area	all TD clients	TD followers and beyond	GoFundMe donors	All their donors		
Message		no dinner, give instead fall grants, be 1st to donate	launch	neighbors	be generous like we are		continue generosity - community-wide needs	pool resources to support cmtty needs		Thank You, amount raised, link to learn more
Matching Funds			\$1,000 elevation 6225		\$1,500 Elements		\$1,500 Easterbrook, Hall Tree, Raleys		\$1,000 TriCounties Bank	
Featured Video(s)		Choices Alondra	Emerg Warming Daphne	Marcia Chuy	Elements ----	Pyramid Trail Christian	Nan Meeks ----	Cmtty House Arturo	Steve ----	



TDGFJuly2020
Analyti...nal.pdf

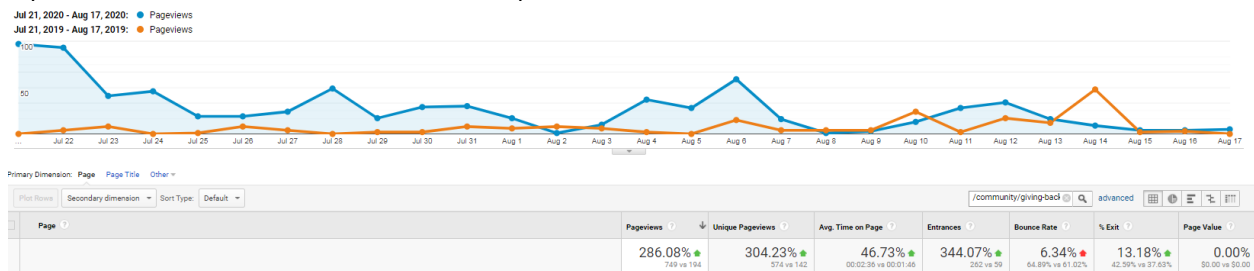
JULY2020 POST-CAMPAIGN ANALYTICS

AWARENESS CAMPAIGN REACH

- TD Website + Classy
- Past grant/scholarship recipient videos
- TD News articles (July/August)
- TD Digital screens
- TD Homepage alert at top of page (carousel)
- TD Homepage event links
- Community calendars
- Website event pages
- 2 dedicated TD emails + Inclusion in 4 weekly emails (eBlasts)
- 2 emails from Suzanne's account + 1 email to donors of the employee COVID fund
- 8 FB posts, 5 Instagram posts + 4 Tweets
- 2 Nextdoor posts
- Committee outreach

GOOGLE ANALYTICS GF WEB TRAFFIC

Up 304% (574 v 142) for same time period




MAILCHIMP EMAIL RESULTS

EMAILS	SEND DATE	TOTAL SENDS	UNIQUE OPENS	OPEN RATE	UNIQUE CLICKS	CLICK RATE	UNSUBSCRIBES	UNSUBSCRIBE RATE
Weekly Email	Aug 11	6,825	2,467	36.2%	363	5.3%	5	.2%
Weekly Email	Aug 4		2,566	37.5%	387	5.7%	3	.2%
Dedicated Encore	July 31	9,134	3,569	39.1%	125	1.4%	6	.2%
Weekly Email (Eblasts)	July 28	6,814	3,568	52.4%	791 43 on TGF link	11.6%	3	.2%
Nan Meek	July 26	165	90	56.6%	16	10.1%	1	.3%
Dedicated Kick Off Campaign	July 22	8,993	2,981	33.2%	107	1.2%	12	.2%
Weekly Email	July 21	6,812	3,133	46.0%	574 19 on TGF link	2.0%	6	.2%

FACEBOOK POSTS

Tahoe Donner
Published by Derek Moore 11 · August 3

The Giving Fund July 2020 Campaign is back for an encore because... (dum dū) ... they have received an extraordinarily generous gift of \$10,000 to be used to match donations made by August 8. Especially during the unpredictable time of COVID-19, funding for many grants and scholarships is waning while services are as important as ever. Organizations like Choices Person Centered Services, shown in the video below, thrive on funding through grants the Giving Fund provides. They are only \$4,429 away from reaching their goal of raising \$40,000! Your gift will make a direct difference. Please donate to this great cause. <https://bit.ly/30TgQd>




VIDEO.COM
Choices | Tahoe Donner Giving Fund July 2020 Campaign
Donate to the Tahoe Donner Giving Fund Today...

306 People Reached 10 Engagements [Boost Post](#)

4

Tahoe Donner
Published by Derek Moore 11 · July 28

Tahoe Donner Giving Fund is at 52% of their goal! Time is running out to help them meet their \$40k fundraising goal. Your donation directly helps vital community programs like Positively Rolling, an organization providing life-long tools to local middle school boys in North Lake Tahoe. Your support allows them to reach as many lives as possible. Please learn more + donate today. Thank you! <https://bit.ly/tuwkqv>




VIDEO.COM
Positively Rolling | Tahoe Donner Giving Fund July 2020 Campaign

863 People Reached 20 Engagements [Boost Post](#)

3 2 Shares

Tahoe Donner
Published by Derek Moore 11 · July 28

Last chance to help meet or exceed the Tahoe Donner Giving Fund's \$40k fundraising goal. No gift is too small. Your donation changes lives in our community by furthering education of deserving young men + women. Hear why Steve Mahoney, Tahoe Donner Board Member, supports the Giving Fund. Please spend a couple minutes to learn more + consider donating today at <https://bit.ly/tuwkqv>. Thank you.



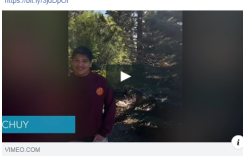
VIDEO.COM
Steve Mahoney | Tahoe Donner Giving Fund July 2020 Campaign

860 People Reached 20 Engagements [Boost Post](#)

1 1 Share

Tahoe Donner
Published by Derek Moore 11 · July 28

Thanks to the support of Tahoe Donner Giving Fund, North Tahoe High graduate "Chuy" will be attending UC Santa Cruz this fall and studying Physical and Biomedical Science. He will be the first in his family to attend a four-year university. Please help the Giving Fund in their fundraising efforts to support local students and non-profits. Learn more + Donate <https://bit.ly/30TgQd>



VIDEO.COM
Chuy | Tahoe Donner Giving Fund July 2020 Campaign
Donate to the Tahoe Donner Giving Fund Today...


1,074 People Reached 37 Engagements [Boost Post](#)

9 2 Shares

[Like](#) [Comment](#) [Share](#)

Tahoe Donner
Published by Derek Moore 11 · July 27

Thank you for sharing Tahoe Truckee Community Foundation COVID-19 is creating an economic crisis for many families in our community and non-profit funding sources are in jeopardy. The Tahoe Donner Giving Fund is doing a special push to raise money for those in need in Truckee and North Lake Tahoe. Hear stories of past grant recipients and learn how you can contribute to those in need. <https://bit.ly/30TgQd>




July 2020 Campaign July 2020 Campaign
Tahoe Donner Giving Fund - Powered by the Tahoe Donner Giving Fund - Po

1,003 People Reached 13 Engagements [Boost Unavailable](#)

1

Tahoe Donner
Published by Derek Moore 11 · July 27

We're approaching our \$40k fundraising goal. Please help us get there by July 28! Tahoe Donner Giving Fund has supported local non-profit projects like the Tahoe-Pyramid Trail, Truckee Donner Land Trust and the Headwaters Science Institute. Your contribution helps our environment, trails + open spaces. Watch Tahoe-Pyramid Trail video. <https://vimeo.com/430750734> Donate today + learn more at <https://bit.ly/tuwkqv>




VIDEO.COM
Pyramid Trail | Tahoe Donner Giving Fund July 2020 Campaign

1,141 People Reached 65 Engagements [Boost Post](#)

10 4 Shares

[Like](#) [Comment](#) [Share](#)

Only 4 days left to help meet our \$40k fundraising goal. Tahoe Donner Giving Fund has awarded college scholarships to the deserving youth of Truckee-Tahoe. We realize our donors, since 2015, have gift an average of \$10. <https://vimeo.com/430750734> DONATE TODAY <https://bit.ly/tuwkqv>



VIDEO.COM
Christian | Tahoe Donner Giving Fund July 2020 Campaign
Donate to the Tahoe Donner Giving Fund Today...

872 People Reached 29 Engagements [Boost Post](#)

You and 5 others [Like](#) [Comment](#) [Share](#)

Most Relevant

[Comment as Tahoe Donner](#)

Loving Dear The Giving Fund does great work on behalf of the 4800+ homeowners in Tahoe Donner. Give them lots of your love!

[Like](#) [Reply](#) [Retweet](#) [Share](#)

July Robinson Reactions: I love Christian. I am so proud of you. Keep writing your magical music. ❤️❤️❤️

DATE	CONTENT	IMPRESSIONS	LIKES, COMMENTS, SHARES	LINK CLICKS
August 3	Encore announcement	1,020	4	8
July 28	Steve Mahoney	918	10	8
July 28	Chuy	1,163	7	19
July 28	Positively Rolling	863	10	11
July 27	Alondra	1,118	14	29
July 25	Pyramid Trail	1,230	20	38
July 25	Christian	1,508	15	12
TOTAL		7,987	93	125

INSTAGRAM

Same screen shots as above (Facebook).

DATE	CONTENT	IMPRESSIONS	LIKES/COMMENTS
August 3	Encore announcement	1,121	37
July 28	Positively Rolling	1,107	34
July 28	Steve Mahoney	966	19
July 25	Pyramid Trail	1,314	55
July 25	Christian's Story	1,102	22
TOTAL		5,610	167

TWITTER

Same screen shots as above (Facebook).

DATE	CONTENT	IMPRESSIONS	ENGAGEMENT
July 28	Positively Rolling	321	1
July 28	Steve Mahoney	332	5
July 27	Christian	391	5
TOTAL		1,044	11

VIMEO

VIDEO	VIEWS	IMPRESSIONS
Pyramid Trail	55	213
Steve Mahoney	54	124
Choices	45	146
Christian	44	104
Daphne	18	280
Marcia	38	406
Chuy	37	683
Marcia	37	404
Alondra	26	372
Emergency Warming	22	94
Alondra	21	213
Positively Rolling	19	337
Tahoe Community Theatre	19	130
Sierra Community House	18	41
Elements	13	290
Alturo	12	120
Sierra Senior Services	12	56
TOTAL	490	4,103

TRUCKEE CHAMBER OF COMMERCE

Requested analytics from the Chamber, however, they did not provide.

CONSIDERATION FOR NEXT YEAR

- Leverage the human heart-string stories more
- How can we leverage Instagram better?
- Develop grass roots strategy for connecting with past donors
- Leverage other community partners more. Truckee Chamber was a win
- Press release announcing campaign directed at local media and how to give
- Considerations regarding matching: Which is better? Having multiple smaller matching days or combining for greater amount in a one-time match?
- Consider a less formal content text in emails/blasts. Get fun and creative with verbiage and content
- Make use of TD clubs as vehicles for spreading the word
- Continue detailed advance organizational planning – doing so provided a roadmap and avoided rush/rash decision making and last minute scrambling