



2019 Board Retreat: Resource Development – Its Everyone’s Job.

Table Topic Co Champions: Ed Alizadeh / Chris Roetheli

Participants: Marisa Botta, Kim Bakker, Emily Martin, Sarah Sise, John Short

Staff Liaison: Harper Zielonko

Goal: \$1.8 million

- Corporate = \$800k = 60 corporations (+/-)
- Keystone Partner(s) Largest Donor Groups are in the \$10k-\$25k categories
- Most Opportunity for Growth: Individual Donors and Family Foundations
- Third Party Benefit Events = \$40k
- Grants

Ideas:

- Focus on Individual Donors: Board to invite donors to builds and/or build events
- Email Campaigns: increase messaging and programming across low cost Habitat mediums- social media, website, and email campaigns
- Company Match: Insure funds go to Habitat **Saint Louis**
- “Playhouse” Build Days as an example of a possible shorter activity / large groups
- Board Participation:
 - Networking
 - “Give or Get” Model
 - Engage smaller groups/teams within corporations for constituency groups like Womens Build and Young Professionals (Women In Beer as an example)
 - Use Resource Development Staff: If you see a great event, get a piece of mail that draws the eye, please share it with us.
- ReStore Promotion(s)
 - Deconstruction Crew: More group and/or outside company participation
 - Partner with Title, Mortgage and “Signature Kitchen” type businesses for inclusion of ReStore information
- We have a fit for everyone, we just have to think outside the box sometimes to find the right partnership!

