

## **Development Committee Agenda: Feb 9<sup>th</sup>, 2021**

1. Fundraising/Donor development update
  - a. 2020 contributions: \$1,570,000
  - b. Major donors. Continued personal outreach; many have remained loyal contributors even with COVID conditions.
  
2. Lautman end of year results and 2021 plan (cost vs gain analysis: see Revenue and Expense Review slides)
  - a. Total direct mail contributions in 2020: \$772,000
  - b. Matching gift/end of year giving. Matching gift contributions \$44,000 net. Does not count the \$25,000 “match” for the campaign.
  - c. Wiland co-op/acquisition (see attachment: Direct Mail Acquisition slides)
  
3. Program delivery update (see attachment: MCAF Programs 2020 slide)
  
4. Board Support Expectation (“give or get”) contributions update
  
5. MCA name change and communication with major donors
  - a. Letter produced explaining the change that will be used by Michele and Tim to contact major donors. The preference is to call them and use the letter as a script, but if they do not answer the call, the letter will be mailed.
  - b. No direct mail campaigns drawing attention to the change. The majority of lower level donors probably won’t notice the change. “Marine Corps Association Foundation” will still be used in direct mail correspondence.
  - c. MCAF will use some unique logo, either what it is now or a slight variation that incorporates the new MCA logo. But the words “Marine Corps Association Foundation” or word “Foundation” will still be part of the logo.
  
6. Professional Development Membership Awards Program (PDMAP) update
  - a. We have currently processed 3,078 PDMAP awards
  - b. The majority of awards are being gained from our area reps (Adam and Frank)
  - c. The expectation for the area reps is to award 1500 in 2021 (a few hundred each month)
  - d. Limited Marine Corps support combined with less access to Marines (COVID impacts) has prevented this program from achieving its vision. But it is still a valuable addition to MCAF providing professional resources to Marines.
  
7. Charity rating services update (see attachment: Charity Ratings Services Review slides)
  
8. 2021 events
  - a. Virtual Challenges/events (email)
  - b. Giving Day, June 8, 2021 (see attachment: MCAF Giving Day document)
  - c. Golf Tournament, October 18, 2021

