

November 16-17, 2023



The Development Office has been working to accomplish the goals and objectives established by the Richard Bland College Foundation Board at its October meeting. I have included several highlights of our work for your review.

- On October 21, 2023, the Foundation held the Anne Dobie Peebles Forum and the 7th Annual Pecan Festival. The 2023 Pecan Festival realized a 56% increase in gross revenue over the previous year, with almost 12,000 in attendance.
- Existing alumni data has been successfully moved from the obsolete DonorView database to the newly purchased Raiser's Edge database. New data, including over 300 alumni records, has been manually entered into Raiser's Edge.
- A new Communication Specialist position has been approved. The advertisement for the position was posted on November 1. It is expected that this new position will be filled by November 15, 2023. This position will be responsible for updating the RBC Foundation website, as well as preparing and posting additional social media postings.
- Researched and implemented a new giving platform to encourage new donations to the Foundation. The new platform, GiveCampus, is a national platform that enables donors to make gifts securely, with electronic payments. Donors will be able to make transactions online without the use of physical checks or cash. The platform allows for the most popular payment methods, to include credit cards, debit cards, virtual cards, and ACH (direct deposit, direct debit, and electronic checks).
- The Fall Mailer letter is complete, edited, approved and at the printers. Fall letters will be mailed on November 7. As we work to increase donations from current donors and gain the attention of new donors, we are hoping to continue to send an "A/B" letter, testing different aspects of each letter each semester. A "traditional" letter will be sent out - it is our usual upbeat, state of the College format. The "formal" letter is a formal ask for donations. Our research has shown that donors want the power to direct their money to an area they are passionate about. This mailing will enable us to test that theory on a small, manageable scale. Unrestricted funds are still our main goal and additional options will not be added to the online giving form.
- I met with the manager of The Grove Spirit store in September to design tee shirts and related alumni items and determined the most popular items for E-Store sales. RBC Alumni tee shirts, Gazebo notecards, butter toffee pecans and matted Gazebo giclee prints are the initial E-Store offerings. We sold \$400 worth of tee shirts and pecans at the 2023 Pecan Festival. E-Store offerings will be available online before Thanksgiving.
- The RBC Gazebo painting by Ed Hatch was presented to the Foundation Board on October 10. The oil painting was scanned and giclee prints were printed and matted. These prints will be sold at The Grove Market's E-Store. Notecards of the RBC Gazebo painting were also printed and will be sold in packs of 6 at the E-Store.