

**DEVELOPMENT OVERVIEW 09/30/2020**

	<b>CY2019 - YEAR</b>	<b>CY2020 TO-DATE</b>
Unrestricted Donations	24,264.84	33,691.28
Grants	2,500	39,202 (IHC 5,000 / PPP 34,202)
Heritage Donations	55,300 (50,000 major gift)	-
Total	82,064.84	72,993.88

**CY2020 Development**

No. of Donations	117
Avg. Donation	\$305.51
No. Gifts over \$1,000	12

**Breakdown**

<b>General Contributions</b>	
Unrestricted Contributions	16,594.28
<b>Events</b>	
Spring Gala Donations/Tickets	17,097
<b>Grants</b>	39,202

**DEVELOPMENT: DONOR RELATIONS**

In CY20, Development focused on Events, Infrastructure Development, and New Audiences. We completed the following projects during the year:

- Conducted outreach effort to over 1,500 new prospects over the summer
- Contacted every donor from January 01; new corporate sponsors to ISHS
- Revamped our website to be more relevant to our supporters
- Added several new giving programs: Stock Gifts, Legacy Giving, Prairie Heritage Circle

**LOOK AHEAD**

Development Initiatives in Q4 2020:

- Major campaign initiative: Foundation/Corporations, Targeted Appeals for new programs
- Outreach campaign for IHC Membership/Sponsorship slated to begin in October
- Year-End Campaign Mailing to over 2,500 new prospects and 900 members with 3 follow-up efforts to non-responders via direct mail and e-mail. Current member cultivation effort asking individuals to upgrade
- Stewardship campaign initiative in November
- Major prospect research initiative undertaken by ISHS staff to uncover over 160 new potential financial prospects per month – ongoing