



Fundraiser Committee Report – June 15, 2012

Branding and communication materials

A logo and the stationary have been determined. The graphic designer is finishing up there portion of the process.

Promo Video

We are finishing up the first rendition of the video in time for its release at the Olympic Celebration. This included three separate photo shoots. We hired an outside amateur person to put the video together based on the two quotes of \$8,000 then \$4,000. Our final cost is \$2,000 and I am sure upgrades and improvements will be gratis.

Cultivation

We have met with several influential locals in the Camden area who are doing great work in the communities of Camden. These people included the Chief of Police, the Executive Director of a community development nonprofit, the head of a charter school and a member of the Camden Board of Education. These folks are ready to jump in and help the project as soon as we are ready to 'pull the trigger'.

We've identified several 'key' hockey enthusiasts to take leadership roles in the capitol campaign. These include:

- PA > Amanda Janney, Denise Zelnick, Nicky Hitchens
- NJ > Janice Lynch, Mim Chappell-Eber, Nancy Williams, Adrienne
- DE > Beth Bozman

These people will help us lead the campaign efforts in their local areas. We need to secure more people in the mainline area of PA, northern DE and regionally across the USA. Once the extended team is together we will meet and start the work of fundraising

Donor Software

We have researched two competitively priced software companies to manage the Donor pool. This is a critical piece in the area of fundraising. Both companies have the capabilities to tap into wealth engines (at additional costs).

Web site

No action has been taken to develop a web site; however, as soon as staffing is free to put some time into this effort, we will develop the webpage and link it off the USA Field Hockey page. This can be done fairly quickly. We have the branding almost done and a small, but good library of pictures and video. This should be completed in July.

Summary

This is a very busy time for USA Field Hockey and very difficult for staff members of the committee to dedicate the time needed to move forward at a quicker pace. USA Field Hockey is also embarking in Olympic fundraising campaign which makes it difficult to ask or introduce a new capital campaign at the same time. When the Olympics are over, the time to launch the official start of the campaign will be better.