



**USFHA Board of Directors' Meeting
FUNDRAISING REPORT
Sunday, May 6, 2012**

Amount of Dollars Raised: As of April 30, 2012

ANNUAL FUND: \$11,524.21 from 233 Donors

FUTURES DONATIONS: \$835.00 from 56 donors

Matching USOC Grant: \$27,751 received from gifts (October 1, 2011-December 31, 2011 in FY11)

Next Report to the USOC is due: May 18, 2012

TOTAL NET: \$40,110.21

First Ever, 100 Days to the Olympic Games Challenge:

Dollars: \$5,715.09

Donors: 106 (45 donors were parents of current members)

UPCOMING FUNDRAISING INITIATIVES AND CULTIVATION EVENTS:

DIRECT MAIL:

Lighting the Way to London and Beyond

Direct Mail Solicitation Brochure (third-class mail drop date: 5.16.12)

End of the Year:

Previous Donors in the last 5 years without a gift to USAFH this year first-class letter

Email Blasts/E-Solicitations:

Post- Olympic Games Blast

Year- End (September, October, November, Last few days of the fund year in December)

****In addition to these direct solicitation pieces, I will also be traveling to meet friends of USA Field Hockey to perform face-to-face solicitations****

EVENTS:

June 23rd: Olympic Celebration: Virginia Beach, VA (Silent Auction)

June 25th: Eve of the Olympic Dinner: Fundraising Dinner (\$125/ticket + Silent Auction)

Special Fundraising Initiatives:

FANTASY CAMP Auction: 4-6 Athletes will travel to Chula Vista to meet and train with the Team for 2 days in Mid-July.

Reconfiguring the Giving Levels plus incentives for these levels:

Applebee Society: BOARD OF DIRECTOR MEETING MINUTES, ACCESS TO TEAM AND COACHES, PRIORITY TICKETING AND SEATING INCLUDING THE OLYMPIC GAMES AND WORLD CUP

Olympic Club: BOARD OF DIRECTOR MEETING MINUTES, ACCESS TO TEAM AND COACHES

President's Club: BOARD OF DIRECTOR MEETING MINUTES, ACCESS TO TEAM AND COACHES