

Development Updates - April 6, 2020



COVID-19 Impacts

Oceans Alive VIP Party	VIP Dunes & Tunes Sponsor Party was cancelled the day of the event (March 12th)
Oceans Alive Gala Event	Currently "Postponed" until a decision can be made for moving forward. Options include postponing the event until the full event can happen or hosting an online-only auction.
Volunteer Social Postponed	Postponed Spring Volunteer Social scheduled for March 18th
FOS Communications	Issued a series of updates regarding Coastal Center operations, as well as communications to donors/members/visitors.
Department Impacts	Rosemary, Michelle, and Anastasia working from home. Deanna and Abbie rotating coming in to the office to process donations and deposit checks.

Priority - Promoting Community Engagement

Updated Website & Messaging	Updated website to remove Visit Us messaging and refocus on at-home educational activities, research & conservation and advocacy.
Social Media	Receiving content from all departments to be shared on social media platforms.

Priority - Donor Relations & Fundraising

Communications	Phone calls checking in with major donors, as well as communications/messaging from Florida Oceanographic and Mark Perry
Membership	Updated membership materials to reflect new reality, remind donors that membership supports all our programs and encourage renewal. Trying to convert memberships to online renewals. Sending out membership packages mid and end of month.
Coastal Center Mission Appeal	Coastal Center Mission Appeal to top 400 major donors. Includes email, mailing and follow-up phone calls.
Summer Appeal	Second appeal to broad membership base focused on making up lost income raised during March/April/May.
Facilitate Online Shopping	Promote shopping on our online gift shop, recently updated with additional 30-40 items

Volunteer Communications

Volunteer Appreciation & Communication	We are focusing on checking in with all of our volunteers on a regular basis to keep them engaged. Exploring additional opportunities for online learning and training. Preparing to recognize volunteers during Volunteer Appreciation Week April 19-25.
Teen Ambassador Program	Starting to explore plans for a more virtual and personalized Teen Ambassador Program.

Upcoming Events / Initiatives within 60 Days

Refresh Website with updated content: Research, Advocacy, Education

Meet fundraising goals related to the Coastal Center Mission Appeal

Work towards online renewals for monthly membership

Analyze and continue to grow our social media audience per platform

Administrative Cleanup & Organization: Lapsed donor files, Mailchimp Email addresses

Updating Donor Communication Profiles

Develop transition plan for Education Volunteers for Coastal Center & Ocean EcoCenter re-open/open