

Fundraising

Budget Gap - Grants	We received \$50,000 through the Martin County CARES Act funding program. We also applied for \$50,000 of operating support through the Arts/Culture & Environment section of the Langford Foundation Grant administered through the Community Foundation Martin - St. Lucie. Award recipients are announced 12/22.
Year End Appeal - Impact Report	The Impact Report arrived in mailboxes to approx 3,150 people just before Thanksgiving. To date, we have received 23 donations totally over \$13,500. These donations typically come in throughout December and into January.
Giving Tuesday	We participated in Giving Tuesday on December 1st. This was an online campaign focused on social media and online gifts. We had a consistent look and feel for the campaign that highlighted 3 simple themes: clean water, oyster restoration and caring for sea turtles. We posted prior to the event, thanked Major Donors on Thanksgiving and pushed out content through December 1st. We received 23 gifts, raising \$4,700. Check out our Giving Tuesday video here: https://www.youtube.com/watch?v=idCijWNrdw
Year-End Appeal via email	This year we will be sending out an email to our monthly newsletter subscribers thanking them for their support and asking if they would like to make a year-end donation in support of Florida Oceanographic.
Golf Cart Donation	We are scheduled to pick up a donated golf cart from Sailfish Point at 2pm on December 14th.

Special Events

Oceans Alive 2021	Oceans Alive 2021 will be Oceans Alive - Sea Change. We will be sending out sponsorship solicitations to previous sponsors in the coming days. FY21 Budget Outlook will be \$50K in Auction and \$100K in Sponsorship with an expected timeframe of March 2021. We are moving forward with soliciting auction items for the online auction and revising sponsorship levels to reflect a virtual event.
Facility Rental Updates	The private event scheduled for December 11th was cancelled. We are working on updating our facility rental agreements and starting to line up preferred vendors.

Marketing, Advertising & Communications

Marketing, News & Media	We continue to host "FAM tours" at the Coastal Center. These <i>familiarization tours</i> are for travel writers to become familiar with the area and attractions to visit. They are typically arranged by either Visit Florida or the Martin County Tourist Development office. Writers will be put up in local hotels and are taken around town to experience local highlights. A few of the pieces have been picked up so far, including one that was run in Fodor's Travel and also picked up on MSN: https://www.fodors.com/world/north-america/usa/florida/experiences/news/rving-just-got-a-whole-lot-easier-with-this-website . The estimated value for the Fodor's Travel article was generating more than 5 million impressions worth an estimated media value of \$46,250. With the addition of being picked up by MSN, it added 1.13 billion impressions.
Coastal Center	The Coastal Center will be open 7 days a week from December 16th - December 31st. We are working on updating all marketing materials to reflect the special holiday hours and drafts of new signage needed when the 3rd floor is available for visitors.

Volunteers

Volunteer Recruitment	We are continuing to host volunteer information sessions to recruit volunteers to Florida Oceanographic. These sessions are held both virtually and in person at the Coastal Center.
Volunteer Appreciation	We typically have a potluck volunteer appreciation event in December with our volunteers. We have been trying to connect with them on Zoom and have sent out personal cards thanking them for their volunteer hours and service to Florida Oceanographic.
Volunteering with United Way	Every year, Florida Oceanographic volunteers participate in the United Way Holiday Project, a giving event that hands out food and toys to families in need in Martin County. This year 26 volunteers will be taking part in this special program on December 17th.

Upcoming Milestones

Year-end Appeal via Email

Upcoming Initiatives for Fiscal Year 2021

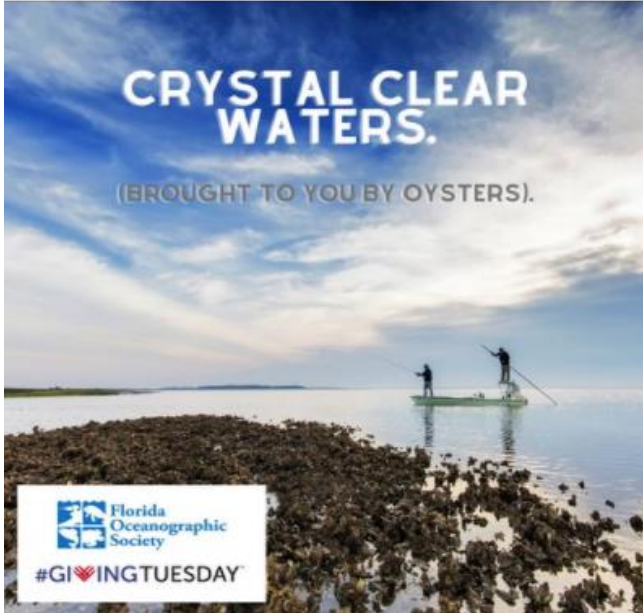
- Rethink and implement new pricing structure for Membership & Admissions to the Coastal Center
- Increase Membership Revenue and Participation to make-up for Oceans Revenue
- Develop Branding and Marketing Plans for the new Ocean EcoCenter as a destination, driving visitation
- Develop Marketing and Promotion Strategy for Event Space Facility Rental

Florida Oceanographic Society
Published by Hootsuite · 17h ·

Oysters are filter-feeders! This year we have collected 32,280 pounds of oyster shell from local restaurants and built them into 12 reefs! Your support allows our oyster restoration program to continue!

Donate today to help restore oyster reefs on Facebook at <https://www.facebook.com/donate/204330057798919/> or directly on our website at <https://www.floridaocean.org/givingtuesday>

#GivingTuesday #GivingTuesday2020 #WaterwaysGivingTuesday



Florida Oceanographic Society
@FLOceanographic

Thank you to all who have supported us so far! There is still time to invest in clean water for #GivingTuesday! Visit floridaocean.org/givingtuesday to participate! #GivingTuesday2020 #WaterwaysGivingTuesday



Florida Oceanographic Society
Published by Anastasia Keating · Yesterday at 8:25 AM ·

Check out this video to see how your #GivingTuesday donation makes an impact!

<https://www.youtube.com/watch?v=idCijWNrdw&feature=youtu.be>

#GivingTuesday2020 #WaterwaysGivingTuesday



YOUTUBE.COM

#GivingTuesday 2020 | Support Florida Oceanographic

#GivingTuesday was created in 2012 and is a global initiative that u...

Florida Oceanographic Society is supporting Florida Oceanographic Society.

Published by Anastasia Keating · Yesterday at 8:06 AM ·

Today is #GivingTuesday! Invest in our waterways, our community, and our environment! Donations given on Facebook are eligible for matching funds by Facebook.

Click Here to Donate:

https://www.facebook.com/donate/204330057798919/?fundraiser_source=pages_tab

