

Development Updates - June 1, 2020



Oceans Alive

Oceans Alive Online Auction (2020)	Online auction preview will be from June 18 - 23rd, open for bidding from 24th - 28th. Auction items valued at approx \$35,000, excluding art. Projecting additional revenue of approximately \$20,000 from the online auction. Auction will also include opportunities for donations and direct gifts to Florida Oceanographic in lieu of cash call.
Online Auction Platform	We are developing the online microsite for increased community participation and engagement.
Sponsorship Recommitments	Confirmed Sponsorship Recommitments: Gold 4/4, Silver 8/8, Bronze 20/24, Patron 18/26, Supporter 7/18, Business Partners 5/10. Confirmed \$168,500, Pending \$35,500. (Original Total: \$204,000)
Ticket Donations	Refunded \$3,300 for ticket donations to date - pending confirmation on 16 remaining tickets. Confirmed with partial donation: \$18,050. Pending: \$5,600. (Original Total: \$26,950)

Coastal Center Mission Appeal - General Fundraising

Coastal Center Mission Appeal	Appeal consisted of an email to all major donors & request in our e-newsletter to 9,000 subscribers. Follow-up mailing to all major donors (excluding Oceans participants and others that had recently made major gifts). Currently raised \$140,800 from 48 donors. This includes new donors, new gifts from major donors, and earlier gifts than anticipated (to be determined if these will be early gifts or additional gifts). Working with board members for donor thank you calls!
#GivingTuesdayNow	Received 9 Gifts for \$1,017.25 from Facebook as well as through FOS website.
Summer Appeal	Exploring options to continue summer appeal in a cost-effective and personalized manner.

Community Engagement, Communication & Marketing

Webinars	Promoted two zoom webinars with over 100 total attendees for increased community engagement. Second webinar was streamed live on Facebook with Donate button added. Received donations both on Facebook and through our website.
E-Newsletter Subscriptions & communication	Updating MailChimp audiences to eliminate duplicates, re-engage lapsed and stale emails and streamline upcoming communications. Plans for increased communications to different audience segments. Sent "Advocacy Update" from Mark Perry to cultivate Major Donor list.
Cultural Conversations	Participating in Cultural Conversations with other local non-profits regarding reopening guidelines, marketing strategies and collaboration. Participated in "Resident Sentiment Survey" trying to gauge willingness and triggers for community to visit local attractions/facilities/venues.
Coastal Center Reopening	Developing messaging and signs for reopening including messaging for website and social with new policies and procedures, way signage and capacity restrictions

Volunteer Communications

Virtual Volunteer Information Sessions	Conducted virtual Volunteer Information Session with 7 participants.
Volunteer Re-entry to Coastal Center	Continued communication with volunteers regarding re-entry to volunteering at the Coastal Center. Conducted surveys by volunteer group to gain feedback on desire and criteria to return to volunteering.
Teen Ambassador Program	Restructured the Conservation Ambassador Program to a virtual model with a research focus. This weekly program gets teenagers engaged with and learning about the environment while earning volunteer hours. (7 Participants)

Upcoming Events / Initiatives within 60 Days

- World Oceans Day - June 8th
- Oceans Alive Online Auction - June 18th - June 28th
- Refresh Website with updated content for Research and Advocacy
- Summer Appeal - July
- Analyze and continue to grow our social media audience per platform
- Updating Donor Communication Profiles