

Development Updates - March 2, 2020



Special Events & Development

Yacht & Country Club Event (1/23)	Donor development event hosted by Honorary Trustee at the Stuart Yacht & Country Club. Re-engaged a lapsed donor, obtained major gifts from 2 others for the Capital Campaign.
Donor Luncheon	Joined by 75+ donors and supporters at Bonefish Grill in Stuart on February 12th. Feedback from the lunch was very positive and everyone enjoyed it.
Shell Party	Successful Shell Party at the Coastal Center on February 17th resulting in additional gifts for Capital Campaign. Received pre-event coverage in TCPalm as well as post-event coverage from TCPalm and WPTV.
Oceans Alive 2020 - Sponsorship	Oceans Alive Sponsorships to date: 2 gold, 8 silver, 20 bronze, 23 patrons, 12 Supporters. Sponsorship commitments of \$174k to date. (Compared to final numbers of \$205k in 2019 and average of \$153k in prior 2 years). Ticket price is \$350 per person.
Oceans Alive VIP - Dunes & Tunes Party	Scheduled for March 12th at Sailfish Point Yacht Club for Bronze and above sponsors and Board Members.
Communications & PR Position	Job description being reworked for relaunch of position.

Volunteers

Teen Ambassador Summer Program	Accepting applications for Volunteer Teen Ambassador Summer Programs. The Conservation & Education Ambassadors volunteer weekly at Florida Oceanographic during the summer months to learn more about marine science and our local environment.
Education Volunteer Survey	Participating in a Volunteer Program Assessment with George Mason University. We will be assessing our Education Department Volunteers to gain insight into current health of volunteer program so that we can make adjustments where necessary and prepare to expand the number of volunteers for the new Ocean EcoCenter.
Volunteer Appreciation Events	Led 2 field trips for volunteers with complimentary lunch to Loggerhead Marinelife Center & Blowing Rocks Preserve / Hobe Sound Nature Center. The volunteers enjoyed getting together for 4-6 hours and exploring the local area.

Community Outreach & Events

America's Amazon Premiere (1/16)	Received \$4,500 from 4 sponsors for special event including cocktail party, movie premiere and panel, as well as a portion of the proceeds from the full event. Net proceeds from the event for FOS: \$7,182
Nature Fest	Attended Nature Fest on February 22nd. Good community attendance and interactions. Handed out 100 BOGOs.

Upcoming Events / Initiatives within 60 Days

- Private Reception at the Coastal Center for Rappaport Center - March 10
- Impact 100 Martin Site Visit - March 11
- Oceans Alive VIP Sponsor Party - March 12
- Volunteer Social - March 18
- Oceans Alive - March 29
- Opening Reception for Marker 23 Benefit Event - April 10
- Earth Day at Oxbow - April 18
- Business Partner Program Refresh
- Community Cultivation Events
- Driving Additional Visitation
- Enhancing Annual Membership Benefits (Members-only Events)