

Development Updates - May 4, 2020



Oceans Alive

Oceans Alive Gala Evening Cancelled	Decided to cancelled the in-person Gala evening based on COVID-19, inability to re-schedule in a timely fashion, and recognition that we did not want to run into Oceans Alive 2021
Oceans Alive Online Auction (2020)	We are planning an online auction for June (tbd). This will enable us to try and recover some lost revenue from the auction and cash call, as well as serve as another opportunity to thank our sponsors. The value of the auction items has been significantly reduced due to the impact of COVID-19. We will have to reconfirm auction item donations to make sure that all businesses are open and willing to honor their previous commitments. Projecting an additional \$15,000 in revenue from the auction. The raffle will be incorporated.
Sponsorship Recommitments	Mailed letters to 80 sponsors requesting that they recommit funds to support Florida Oceanographic. Offered increased benefits based on level of giving (Patron & Bronze will now receive invitations to First Look Cocktail Party in Winter 2020/2021)
Ticket Donations	Mailed 34 letters to ticket purchasers requesting that they convert their tickets to donations to Florida Oceanographic.
Financial Picture to Date	Prior to COVID-19, approx. \$230,000 of sponsorships and tickets sales (2019 final was \$205,500 in sponsorship & tickets sales). Raffle ticket sales and general donations add approx \$10K.

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 \$128,935 from 30 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)
#GivingTuesdayNow	We are participating in #GivingTuesdayNow on May 5th. This was referenced in the May newsletter and will be presented on social media.
Summer Appeal	Summer Appeal messaging will be centered around the mission appeal. Will be working on recipients and format in the coming weeks.

Membership Program

New Memberships	New memberships will be impacted until the Coastal Center re-opens.
Membership Renewals	Impact on membership renewals appear to be down by as much 50% - too soon to tell until we get further into May. Reducing paper mailings and trying to move people to online membership renewals. (Increased to 10% of memberships, with a majority of those renewing signing up for annual auto-renew option).

Priority - Donor Relations & Fundraising

Communications	Phone calls checking in with major donors, as well as communications/messaging from Florida Oceanographic and Mark Perry
Increased Communication with Major Donors	We have been further developing communications with the major donors through Mail Chimp. Communications have included an update on the Coastal Center, Coastal Center Mission Appeal (request for funding), Earth Day Messaging Celebrating Earth Day, Florida Oceanographic Update (updates on mission and Coastal Center - no ask). Planned future communications include Advocacy update.

Volunteer Communications

Volunteer Appreciation & Communication	Celebrated Volunteer Appreciation week with Facebook posts, calls to volunteers with over 10 years of service, assembled staff "thank you" video.
Volunteer Re-entry to Coastal Center	Examining ways to bring the volunteers back on campus in terms of feasibility, safety, program shifts, etc.
Teen Ambassador Program	Converted Conservation Ambassador Program to be flexible enough to be a virtual program if the Coastal Center is not open. We are not promoting the Education Ambassador Program (exhibit guides)

Upcoming Events / Initiatives within 60 Days

- Refresh Website with updated content for Research and Advocacy
- Continue fundraising related to the Coastal Center Mission Appeal
- Plan and host Oceans Alive online auction
- Plan for Summer Appeal
- Analyze and continue to grow our social media audience per platform
- Administrative Cleanup & Digitizing Files: Start scanning donor records to be electronic
- Updating Donor Communication Profiles