



Fundraising Appeals

Summer Appeal	Summer Appeal arrived at homes in August as a one-page appeal with a two-sided call to action/summary of Florida Oceanographic's impact. We received 67 donations totaling \$11,916 to date.
Board Challenge	A Board Challenge has been initiated by Allen to help raise funds for the organization. We have received commitments of \$47,500 to date.
Budget Gap	We are working in conjunction with Nancy Perry to help fundraise the budget gap for our Fiscal Year 2021. This effort has produced funds and commitments of \$105,000+ expected over the next few months.
Year End Appeal - Impact Report	We are currently working on finalizing the Impact Report for the Year-End Appeal. We are targeting mailing out the appeal just after the election to give us more time for follow-up with year-end gifts. This is typically mailed to approximately 2,500 donors, members and visitors.
Giving Tuesday	This year we will be participating in Giving Tuesday on December 1st. This will be an online campaign focused on social media gifts.

Special Events

Oceans Alive	We are not sure we will be in the position to host an in-person Oceans Alive this year based on COVID conditions. We will move forward with an event format that includes: sponsorship, online auction, raffles and general donations. FY21 Budget Outlook will be \$50K in Auction and \$100K in Sponsorship - expected timeframe is March 2021.
First Look Event	The tentative schedule for a First Look of the Ocean EcoCenter with exhibits for Capital Donors and Oceans Alive 25 Sponsors will hopefully be in early March. The event (or series of smaller events) will take place after exhibit installation and during tank conditioning, prior to a Grand Opening for the public. This timeline will take into account people going north for Easter (April 4th).
Facility Rental	We will be exploring opportunities for Facility Rentals of the 3rd floor. We have reserved December 11th for an event at the Ocean EcoCenter for Hooks Construction.

Marketing, Advertising & Communications

Marketing, News & Media	Hosted a Familiarization tour at the Coastal Center for a travel writer sponsored through the Martin County TDC. Refreshed text and received TDC-funded "4 Attraction" brochures to promote cross-visitation in the local area. Solicited local media coverage of Shell Bagging event at the Coastal Center (Hometown News) & Research work in the IRL (TCPalm). WQCS advertising as a COVID-friendly locale.
E-Newsletters	Converted weekly Water Quality Report into a MailChimp Communication. The enhanced communication will hopefully expand readership and help to highlight the role that Florida Oceanographic plays in monitoring our local waterways. We are continuing to refine our subscription lists and update content to increase engagement.
Cultural Conversations	Participating in Cultural Conversations with other local non-profits and the Martin County Tourism Development Council regarding marketing strategies and collaboration opportunities.
Coastal Center	Updated and refreshed signage for Seagrass Nursery, Sea Turtle Pavilion, Donor signs and road-side banners.

Volunteers

Education Volunteers	Exhibit Guides started to return to the Coastal Center in July. Many of our Education Volunteers have remained hesitant to return to interactions with the public, although some of our seasonal volunteers are returning over the next few months. We are hoping to continue to fill weekly shifts for Exhibit Guides and expand into some of the presenter roles in the coming months.
Ocean EcoCenter	We are developing plans and roles for Ambassadors to greet and guide visitors through the Ocean EcoCenter.
FOS Volunteers	We have been able to resume in-person volunteer events including volunteer information sessions, shell baggings and beach and roadway cleanups with limited capacities. We are back at full capacity for our Green Team volunteers, as well as our Research volunteers participating in the Water Quality and Restoration programs.

Upcoming Events

- Impact Report - Year End Appeal - November 5th
- Giving Tuesday - December 1st
- 3rd Party Facility Rental - December 11th

Upcoming Initiatives for Fiscal Year 2021

- 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 Sales Strategy for Event Space Facility Rental