



Development & Marketing Dashboard *As of October 17, 2024*

Objective

- Create and grow IGS fundraising and marketing strategic plan and programs, coordinating and supporting the execution of activities and tactics with the IGS Executive Director, the IGS Staff and the Friends of Intergenerational Schools (FIGS) board.

Key Recent Activities – September & October

Development

- Governance documents finalized!
- Spring/Summer appeal rescheduling and redrafting, sent in the fall after many messaging edits and postponements
- Major gift prospect listings updated into Bloomerang and reports created
- Major gift list engagement in focused meetings and next steps approved
- Annual Report schedule and management, with Inbloom writing a significant portion of the copy
- Ongoing grant prospecting and engagement
- End of Year Appeal schedule and approval by IGS leadership

Marketing

- Printed Materials Drafted – Donor Brochure, FIGS One Pager, IGSchools
- Continue bi-weekly Social Posts on Facebook and LinkedIn
- Create monthly advertisement or boosted post strategy
- Email analysis and recommendations from summer appeal
- Monthly Social Media analytics tracking and analysis

Key Future Activities – November & December

Development

- Grant applications and research, process confirmation, reporting considerations
- Focus on top/major prospect list with Brooke: cultivation visits/call and tours
- Activation of new KPIs/goals dashboard for reporting moving forward
- End of Year Appeal – Nov 12-Dec 23
- Board engagement work into marketing and development

Marketing

- End of Year Appeal marketing – Nov 12-Dec 23
- Training on Forms and Google

Major Gift & Grant Highlights

Grants:

- Previous FY23-24 Grants: \$453,398.90 (12)
- Current FY25 Grants: \$0 (0)

Upcoming Grant Engagement:

- Howley Foundation
- Codrington Foundation
- PNC Charitable Trusts
- Cleveland Cliffs Foundation
- Lubrizol Foundation
- Synthomer Foundation

Pending Solicitations

- None at this time

Recent/Upcoming Engagement

- Erin Figer
- Bonne Bell Foundation
- Peter Whitehouse
- Mark Elliot
- Catharine Whitehouse
- Barbara Wolfort
- John Guinness
- Molly Wimbiscus
- Steven Knoch
- Karol Goodman
- Christopher McDonnell
- Reuben Bonerath

FIGS Board Engagement & Goal Tracking

Individual Goals (carried over from last year - new will be determined during November 2024 FIGS board retreat)

- 100% Board Giving by 6/30/24
- Fill 6 School Tours or meetings by end of 23-24 School Year
- Share/Like/Comment on 1 IGS LinkedIn or FB Post each week

Collective Goals (carried over from last year)

- Define board growth plan, governance process and documents
- Plan and host 3 pipeline building events
- Support key gift and donations

Upcoming Tours & Meetings

- Tours:
- Meetings: Executive Committee 10/17 8am, FIGS 10/23 5pm NWIS
- See FY2025 full calendar!



Development Insights – *As of September 2024*

FISCAL YEAR - July 1 - June 30

	FY 2019-2020		FY 2020-2021		FY 2021-2022		FY 2022-2023		FY 2023-2024		FY 2024-2025	
	# Gifts	\$ Raised	# Gifts	\$ Raised	# Gifts	\$ Raised	# Gifts	\$ Raised	# Gifts	\$ Raised	# Gifts	\$ Raised
\$100,000+	1	\$200,000.00	2	\$339,043.00	1	\$200,000.00	2	\$307,951.00	2	\$310,000.00		
\$50,000-\$99,999	1	\$53,534.00			1	\$64,470.00	1	\$50,000.00	2	\$113,313.90		
\$25,000-\$49,999	1	\$32,000.00	4	\$155,245.00	1	\$40,000.00			0	\$0		
\$10,000-\$24,999	2	\$20,000.00	5	\$64,000.00	2	\$39,600.00	1	\$10,000.00	0	\$0		
\$5,000-\$9,999	4	\$20,000.00	2	\$12,500.00	2	\$12,500.00	4	\$21,000.00	3	\$21,585.00		
\$2,500-\$4,999	4	\$10,025.00	2	\$6,950.00			1	\$2,503.00	2	\$7,000.00		
\$1,000-\$2,499	6	\$10,298.97	7	\$10,525.00	8	\$11,735.55	17	\$17,494.80	2	\$2,000.00		
\$500-\$999	6	\$3,345.18	5	\$2,750.00	2	\$1,025.38	7	\$4,714.19	4	\$2,300.00	1	\$500.00
\$250-\$499	6	\$1,507.65	6	\$1,742.69	7	\$1,900.00	38	\$11,292.10	9	\$2,500.75	2	\$608.05
\$100-\$249	52	\$7,578.50	49	\$6,578.36	56	\$7,077.57	47	\$6,521.56	19	\$2,514.09	10	\$1,136.10
<\$100	212	\$8,339.60	124	\$4,059.46	128	\$3,279.57	111	\$3,735.15	19	\$551.68	1	\$50.00
Total Raised	295	\$365,629.93	206	\$603,343.51	208	\$381,588.07	229	\$435,211.80	60	\$458,765.42	14	\$2294.15
Highest Gift		\$200,000.00		\$200,000.00		\$200,000.00		\$200,000.00		\$200,000.00		\$500.00
Lowest Gift		10		10		\$10.00		10		5		\$50.00
Average Gift		\$1,239.42		\$2,928.85		\$1,834.56		\$1,900.49		\$7,646.09		\$163.87

Notes on the Numbers:

- FY2021 includes one-time government grants.
- FY2023 includes the Gala where the \$1,000-\$2,499 and \$250-\$499 category increases came from.
- FYTD2024 numbers do not include the end of the school year appeal that will be sent in May/June or pledges.
- Other smaller gifts in previous years came through peer-to-peer fundraising asks which is something we can explore if/when we have others that want to participate in that kind of activity.
- Non-competitive government grants are not included, and competitive grants are included if they are entered into Bloomerang.

Note(s) on the Goal:

- The FY2024 fundraising goal is \$550,000, as determined by a budget set by the School Board and not on fundraising data/history.



Marketing Analytics – *As of September 2024*

2024 IGS Marketing KPI's Social Media									
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24
LinkedIn Followers	422	440	448	458	461	466	469	475	481
LinkedIn Impressions	423	2063	1308	1,455	945	705	851	1,212	1,479
LinkedIn Paid Impressions	0	0	0	0	0	0	0	19,548	18,366
LinkedIn Engagement	15	144	75	59	55	8	2	49	70
Facebook Followers	309	312	314	341	323	349	360	371	375
Facebook Reach	298	507	1,440	1,748	1,934	2,881	1,295	1,455	1,710
Facebook Engagement	104	282	265	292	308	109	110	226	102
Instagram Followers	585	607	612	644	648	660	673	695	730
Instagram Reach	239	329	1,294	939	1,923	2,401	2,557	1,880	4,235
Instagram Engagement	49	168	226	260	557	128	288	509	361
Total Social Reach	960	2,899	4,042	4,142	4,802	3,687	4,703	4,547	7,424
Total Social Engagement	168	594	566	611	920	245	400	784	533
Total Social Following	1,316	1,359	1,374	1,443	1,432	1,475	1,502	1,541	1,586
Total Social FIGS Involvement	22%	33%	18%	22%	33%	0%	0%	10%	20%



Marketing Analytics Analysis – *As of September 2024*

- LinkedIn Impressions:
 - There are noticeable fluctuations in LinkedIn impressions month over month, with significant peaks and valleys. These variations are directly tied to boosted posts, which have shown a 10X increase in impressions for every \$20 spent.
 - To maintain this expanded reach and visibility, it's recommended to continue allocating a monthly budget for boosting posts. This consistent investment will help sustain higher engagement and ensure that content reaches a broader audience, particularly during key periods.
- Followers:
 - The number of followers has shown steady growth from January 2024 (422) to September 2024 (481). This indicates consistent organic growth from consistent content.
 - Engage with your followers by commenting, liking and sharing their comments and posts.
 - Ask followers to write on your wall - what Facebook calls leave a review - you will find these under the review tab on Facebook
 - With all events ask followers to check in to IGS on Facebook or Instagram
 - Frequently tag your location in your posts.
 - Organize your Instagram Stories highlights
 - Include a call to action, "like and follow"
 - As the audience expands, consider asking followers directly what type of content they would like to see more of (e.g., thought leadership, industry insights, or behind-the-scenes content).
- Website
 - Update results and awards page - Include images
 - Download form email signups weekly - ensure proper engagement is taking place.