

**Agenda: DJPC Annual Meeting**  
**Saturday January 12<sup>th</sup>, 2019**  
**3131 Osceola Street, Denver, CO 80212**  
**10:00am - 4:00pm**

Objectives for the day:

1. Bring everyone up to date on DJPC accomplishments of 2018
2. Present and evaluate proposal for DJPC program development in 2019
3. Gather inputs to create a grassroots fundraising strategy for 2019

<b>Time</b>	<b>Activity / Methodology</b>	<b>Facilitator &amp; Note taker</b>
10:00-10:20 20 Mins	Welcome, Opening Reflection, and Introductions	Rebeca
10:20-11:20 1 hour	Walk through Annual Report Present Financial Report for 2018 Minewatch Presentation – New Directions for DJPC Outreach: Presentation to University Students Tableling opportunities <b>[Throughout the day, everyone to add activities/events to the posted 2019 Calendar]</b>	Rebeca & Lynn, Dominique Oliver, Preston
11:20-11:30	10 Minute stretching break	
11:30-12:45 1:15 hours	Fundraising Strategy: Part I <ul style="list-style-type: none"> <li>- Participants read the short document- Module 3: Strategies of Grassroots Fundraising</li> <li>- Hand out copies of DJPC’s Mission Statement (Last Updated Jan 13, 2018)</li> <li>- In small groups or as a whole, analyze: (1) How does Charity: water’s advertising and donation campaign strategy compare to DJPC’s? (similarities/differences) (2) How do our asks align with our statement of what we do? What donation categories would you add or remove to DJPC’s current list and why (Monthly Sustainer, General Donation, Colfax Marathon, Build for Peace, Fundletter Appeal, Awards Night, Other)? (3) What are some ideas for promotion or small giving campaigns that DJPC could implement (similar to the baby bottle example)?</li> </ul>	Elliot
12:45-1:30 45 Mins	Lunch Break	
1:30-3:00 1.50 hours	Fundraising Strategy: Part II	

	<ul style="list-style-type: none"> <li>- Participants read the short document- “Getting it Right from the Start: Building a Grassroots Fundraising Program”</li> <li>- As a whole or break into small groups, participants write down DJPC’s current fundraising strategy for each category (Thinking specifically what does DJPC do now and what could we do differently to improve fundraising): (1) Data Management, (2) Newsletter, (3) Direct Mail, (4) Online Fundraising (social media/DJPC website/email), (5) Meetings / Parties / Potlucks / Outreach, (6) Major Gifts, (7) Grants</li> <li>- As whole group (or in small groups), read through and analyze the previous one or two Annual Fund Letters. What changes would you make to the letter itself? What changes would you make to the process of Direct Mailing? (Timing, Targets, Strategy on the Ask, etc.)</li> </ul>	
3:00-3:30	<p>Closing / Next Steps:</p> <ul style="list-style-type: none"> <li>- Assigning tasks: Develop Fundraising Strategy (including specific Giving Campaigns)</li> <li>- Reminder to add to the 2019 Calendar</li> </ul>	
3:30-4:00pm	Closing Reception and Clean Up	