

2020 Annual Report for Fundraising Committee

Goal: *To show appreciation for our many donors, to acknowledge their contributions, and to reach our target for the year.*

Newsletter

The Spring 2020 newsletter published an alphabetical list of our 2019 donors as a way of acknowledging their contribution and support.

Reception

Unfortunately a planned reception for our 2019 donors had to be canceled due to the pandemic.

Personal Notes

The Trustees wrote personal notes on the 2020 fundraising letters that were sent to former donors.

Thank You Letters

Thank you letters were sent to every 2020 donor and described how their support helps the Salisbury Association continue our mission of protecting natural resources, celebrating local history, and organizing community events.

Telephone Calls

Trustees made thank-you calls to people who donated in the spring and summer. Hopefully this will be expanded to cover the entire year.

Mailing Lists

Updates and corrections were made to both donor and non-donor mailing lists.

Reports

After analyzing the data, reports are being shared with Trustees about reaching our targets for new donors, repeat donors, and amounts donated.