



ballet

**DES MOINES**

## **CAMPAIGN COMMITTEE MEETING NOTES**

February 5, 2024 | Zoom  
11:00 AM – 12:00 PM

In attendance: Kirk Besh, Joyce Chapman, Jeff Fleming, Alissa McKinney and Chuck Swanson  
Staff: Blaire Massa  
Consultant: Nikki Syverson

### **CAMPAIGN STATUS**

Kirk Besh reported that \$1,106,000 has been committed to the campaign. Gifts since the last meeting include \$10,000 from Ric & Carol Jurgens and \$500 from ITA Group Foundation. There are six outstanding asks to-date.

### **UPCOMING GRANTS**

Blaire reported that we received an invitation from Principal Foundation to apply for this year's grant cycle. The application is due March 4 and we will receive notification this summer. Additionally, we are in the middle of drafting the Prairie Meadows grant which is due February 29. We need \$400,000 more to apply, so committee members are encouraged to follow-up with prospects with a sense of urgency. Blaire emphasized that it's important to keep the momentum up in terms of donor follow-up.

### **DONOR PROSPECTS UPDATES**

Alissa

- Sheri Avis Horner: Alissa will reach out again, then pass info onto Joyce.
- Virginia & Craig Petermeier: holding on rescheduling
- Deb Pulver: holding

Blaire

- Principal: received grant invitation today. Asked for \$875,000 in LOI (\$500,000 for campaign and \$125,000 annually for 3 years)
- EMC: Connie & Blaire met on January 17. Requesting \$250,000. Timing TBD. Blaire will follow-up.
- Destination Iowa: Connie & Blaire are meeting on Feb 7 to see if there is any funding window Debi can help with
- HyVee: Blaire will follow-up
- Ruan Foundation: Jeff will reach out to Janis
- MidAmerican: Blaire has tried contacting Tim Grabinski and will follow-up with Kathryn. There is a sense of urgency for their annual support of the summer tour

Connie

- Kemin
- Meredith Foundation: request submitted

- Bill & Kathy Fehrman
- Kathryn Kunert/MidAmerican
- Debi Durham: meeting with Blaire on Feb 7

Jeff

- Virginia & Nix Lauridsen: Jeff will send follow-up email referencing Prairie Meadows deadline
- Linda & Tom Koehn: Jeff will send follow-up email referencing Prairie Meadows deadline
- Janis Ruan: Jeff will reach out to see if he can gauge interest

Joyce

- Allison & Jim Fleming: Joyce will follow-up this week
- American Equity: Blaire & Joyce meeting on Feb 7. Requesting \$250,000
- Mike Simonson: Joyce will contact

Kirk

- Atlantic Bottling: Kirk will make contact
- Mollie & Britt Baker: will follow-up this week
- Denny & Candy Elwell: Kirk received contact info and will call
- Deb & George Milliga: will follow-up this week
- West Bank: foundation meets on Feb 21. Kirk will try to get better idea prior
- Rich & Kim Willis: will follow-up this week
- Kyrie & Tom Wong: will follow-up this week

Tom

- Pam & Rene Stephens

### **SPECIAL GIFTS & PUBLIC PHASES**

Nikki Syverson shared the 2024 fundraising outline for the group. The first priority is to confirm the remaining leadership and major gifts. Simultaneously, preparations are underway for the Special Gifts phase. This will include a personalized letter to 100 prospects followed by phone calls from committee members. Jami Milne is creating a campaign one-pager to include in the mailing as well as updating the website to support this effort. After the gala on April 5, the public campaign efforts will begin. Celebrations and donor recognition will occur in September.

### **UPCOMING CULTIVATION OPPORTUNITIES**

Blaire shared that the dancers are rehearsing in the new space every weekday from 10am – 5pm. Other opportunities include Assemble on February 8, Beer & Ballet on February 22 and Love Letters March 8 & 9.

### **NEXT MEETING**

The next meeting will be held on March 4 at 11am. Kirk acknowledged that we will be past the 6 month commitment and asked committee members to consider staying on to get the campaign closer to the finish line.