



ballet

DES MOINES

CAMPAIGN COMMITTEE MEETING NOTES

March 4, 2024 | Collaborate DSM/Zoom
11:00 AM – 12:00 PM

In attendance: Kirk Besh, Joyce Chapman, Jeff Fleming, Alissa McKinney, Tom Smull & Connie Wimer

Staff: Blaire Massa

Consultant: Nikki Syverson

CAMPAIGN STATUS

Kirk Besh reported on new gifts since the last meeting:

- American Equity: \$100,000
- Graham Foundation: \$20,000
- Linda & Tom Koehn: \$10,000
- West Bank: \$10,000

LEADERSHIP GIFT

Blaire reported on a transformational gift to the Ballet. The gift will support endowment as well as ongoing operations of the campaign. The gift will be announced to the board, staff and dancers on March 20 & 21, and then to the public at the gala.

PENDING ASKS

Grants:

- Prairie Meadows: \$350,000
 - Designated to renovations
 - Calls in March
 - Presentation May 1 – 3
 - Notification in July
- Principal: \$875,000
 - Campaign + three years operating
 - Notification in July
 - Check in September

Corporate/Foundation

- Ruan Foundation
 - Blaire met with Rachel on March 1; followed up with naming opportunities
- EMC: \$250,000
 - Foundation board meets end of April
 - Offering naming of studio theater
- Meredith: \$100,000

- Decision in April
- MidAmerican
 - Connie & Blaire have meeting with Kathryn on March 29
 - May focus on annual fund
- HyVee: \$10,000 +
 - Met at end of February
 - Mic Jurgens advocating internally
- Kemin
 - Connie working to set time with Lauren Burt

Individuals

- Allison & Jim Fleming
 - Joyce made ask late Jan/early February
 - Check is being mailed
- Kathy & Bill Fehrman
 - Meeting set for March 6
- Kyrie & Tom Wong
 - Kirk made ask in January; follow-up timing TBD
- Elwell Family
 - Kirk & Blaire are meeting with Brianne (daughter) in early March

CAMPAIGN NEXT STEPS

- Work through remaining major gifts prospects
- Send Special Gifts Mailing
 - Approximately 100 prospects
 - Includes letter, one-pager and website direct
 - Finalize timing
- Confirm donors for individual asks or special gifts mailing:
 - Pamela D Stephens – letter
 - Chuck and Jaina Johnson – email overview with request to meet
 - Christine Sand – Connie
 - Simon and Lisa-Marie Wright – Jeff & Blaire
 - Paula McArthur - letter
 - Susan J Glazer Foundation – Kirk
 - Don and Margo Blumenthal – Kirk
 - David and Loree Miles – Connie
 - Dan and Joanie Houston – Alissa
 - Trudy Hurd – Connie
 - Coons Foundation - Alissa

TIMELINE

March – April

- Continue with major asks
- Prairie Meadows prep: calls + presentation
- Send special gifts letter
- Gift announcement at April 5 Gala

May

- Prairie Meadows presentation May 1 – 3
- Determine any public activities

August

- Plan donor celebration & recognition

September

- Donor celebration event & ribbon cutting: September 4

NEXT MEETING

The next meeting will be held on April 1 at 11am.