

Save Dwight Mission Fundraising Campaign

Board Approved February 4, 2020

Background

On January 18, 2020 the Dwight Mission Board of Directors (the Board) held two town hall meetings that were open to the public. The purpose of these meetings was to provide a forum for the Dwight Mission Community (the Community) to voice concerns about suspending camp operations.

During both meetings, individuals expressed the belief that money is available to continue Dwight Mission's 12-month operations and described what steps they felt needed to be undertaken to campaign for those potential funds.

The Board believes that the Community should be provided an opportunity to raise these funds. The purpose of this document is to describe the Save Dwight Mission Fundraising Campaign upon which the Board of Directors has agreed. The following Community individuals have agreed to lead this fundraising campaign:

Dean Sargent

Allison Morris

Genie Funk

Brent Walton

Phase I: Feasibility

This phase will include the following:

1. Community will plan, organize, and conduct this fundraising campaign.
2. Community will raise \$500,000 between February 15 and May 15, 2020.
3. Community's campaign will be led by non-Board members. The leader(s) are the campaign liaisons with the Board. Those interested in coordinating with the leadership team should reach out to those individuals.
4. Board members may participate in the campaign as individuals, not as representatives of the Board. Through their participation, there is no implied support, input, or endorsement from the Board for any of the campaign processes, decisions, communications, etc. If a Board member does elect to directly participate in the leadership of the campaign, he/she may be asked by the Board to step away from Board service in order to avoid any perceived or real conflict of interest.
5. Board will not undertake Phase II until Phase 1 has been completed.
6. A separate Dwight Mission Inc. Arvest bank account will be established for just this campaign. No other bank accounts created by a Community individual or external to Dwight Mission Inc. will be allowed. These funds will not be used by the Board to fund any current operational expenses.
7. Should Phase I of this campaign fall short of the \$500,000 goal, all deposited funds will be returned to the donor(s).
8. Dwight Mission Inc. will accept checks and online gifts for this campaign. This is to ensure the Board can acknowledge the donation and properly record the date, amount, and contact information of the donor in order to provide any future tax statements. Cash donations for this campaign will not be accepted. Checks should indicate on the memo line that it is for the Save Dwight Mission Fundraising Campaign, and may be mailed to 100995 South 4590 Road Vian,

OK 74962. (Edit: This item has been edited to reflect the mailing address and inclusion of an online giving option. You may find this option at <http://shorturl.at/qTY07>)

9. Board will provide the campaign leaders access to contact lists that Dwight Mission has access to, less any financial information.
10. Throughout Phase I, the Board will publish the number of donors and total donated amount at dwrightmission.org. Tentatively, those updates will be posted on the 15th and 30th of each month.

During Phase I, the Board will continue to operate Dwight Mission in its current shut-down mode. The Board will continue discussions with organizations whose intention is to offer proposals.

After careful evaluation of any submitted proposals, the Board may decide to discuss with the Save Dwight Mission Fundraising Campaign leaders the possibility of selecting a proposal and closing the campaign. The Board retains its sole decision-making authority. However, the Board desires to engage the campaign leaders before any final decision is made.

Phase II: Planning the Future

The beginning of Phase II assumes that Phase I has successfully raised \$500,000 within the February — May timeframe. At a minimum, Phase II will include:

1. Board will be reconstituted within the current Dwight Mission Inc By-Laws. Current Board members may choose to stay or resign. Additional at-large Board members may be suggested by the Community and elected by the current Board.
2. Work groups will need to be created for these and other areas as determined appropriate by the Board:
 - a) Planning for both Summer Camp and any non-Summer Camp programs.
 - b) Marketing of all programs.
 - c) Staffing will be critical. The need to hire a camp director with programming, fundraising and operational skills and experience will be paramount to Dwight Mission's success. The Board will need to consider a multi-year contract to recruit and hire a talented camp director. Additional staff (maintenance, administration, housekeeping, food services, etc.) will be required to support the programming and marketing efforts.
 - d) Facilities maintenance and improvements will immediately need to be analyzed, planned, funded and completed before programming and a schedule can be developed and marketed.
 - e) Fundraising will be critical. Phase II of the campaign will likely be a three-year campaign. Phase I funds will not be available for use as they are intended to provide reserves should Phase II fundraising fall short. As mentioned at both town hall meetings, the Phase II fundraising target will be \$1.5 to \$1.8 million.

Phase III: Moving Forward

At some point during Phase II, the Board will determine if there are enough funds donated and/or pledged and if enough planning tasks and facilities improvements are completed in order to move forward to a Phase III.