

Spring Appeal 2025

SMART Goals	Outcome	Results
Raise \$15,000 for Knights Care Fund by June 30, 2025.	No \$6,258.28	Appeal Responses: <ul style="list-style-type: none"> \$5,210 direct mail \$0 social media \$250 online Recurring: <ul style="list-style-type: none"> \$798.28
Receive a donation from 15% of unique donors solicited (44 out of 295 direct mailed)	No 35 donors	Appeal Responses: <ul style="list-style-type: none"> 22 direct mail 0 social media 6 online Recurring: <ul style="list-style-type: none"> 7
Secure a matching gift of at least \$1,000	Yes	Rachel secured a matching gift from Dr. Debra Lapo
Secure \$1,000 collective matching gift from the board of trustees.		Solicited by Rachel, following up for pledge fulfillment
Secure matching gifts from the 3 foundation board members.	No	Board members were not solicited due to capacity concerns and other projects
Secure students to write notes about why donors should give by 5/9/25	Yes	Five notes received from students
Outreach to 50 of 143 lapsed donors by 6/30/25	Yes	Outreach via email. Staff capacity limited vigorous outreach.
Get seven testimonial videos from foundation board members (50% participation) by 5/1/25	No	Three board members did a testimonial video: Joshua Wood, Jessica Gilmore, and Ron Lodge