

EXTERNAL COMMITTEE

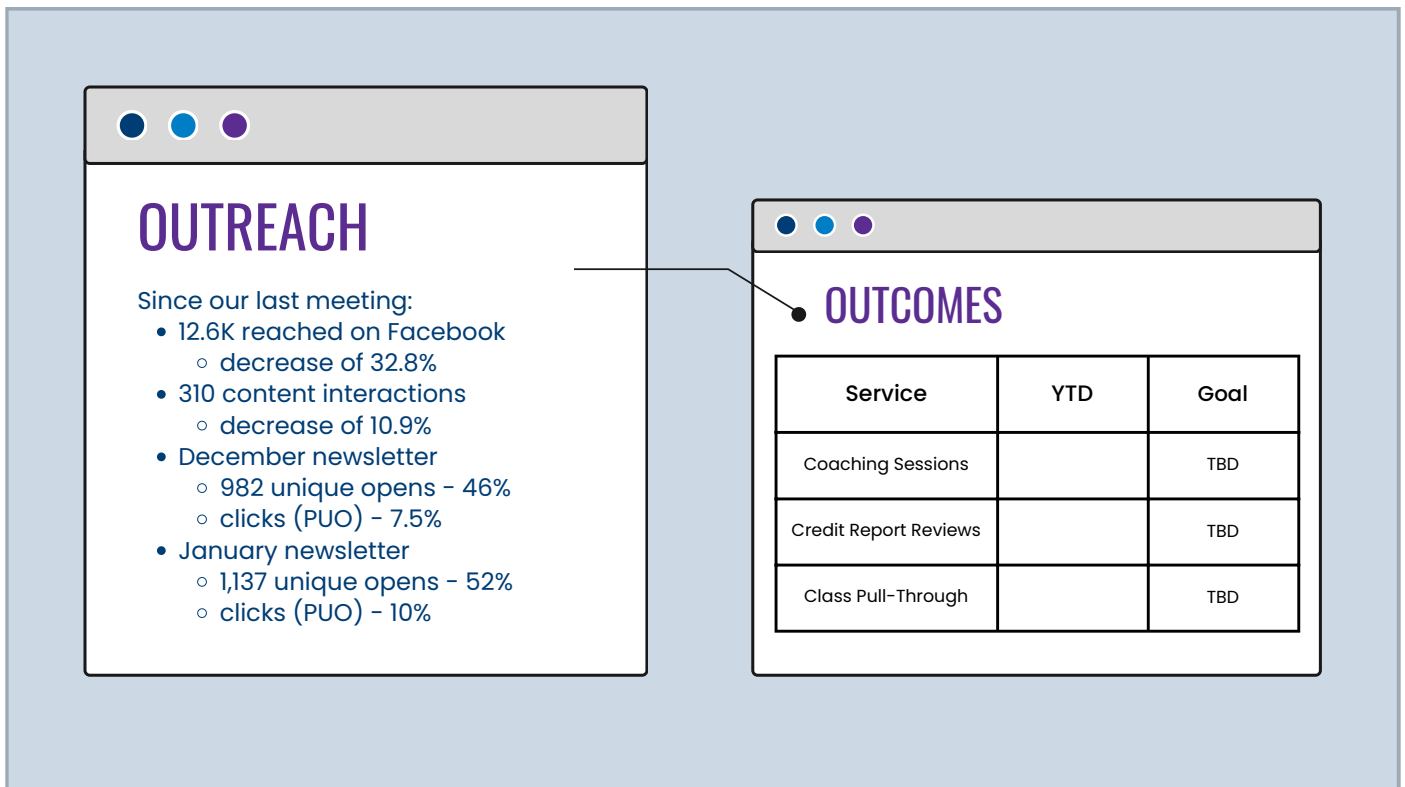
January 2025



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**MARKETING &
COMMUNICATIONS**



OUTREACH:

Natural lull around the holidays/EOY when we're not posting as much. But an interesting increase was our 'organic' views - this was up 41% and our content interactions, specifically from followers, was up almost 6%.

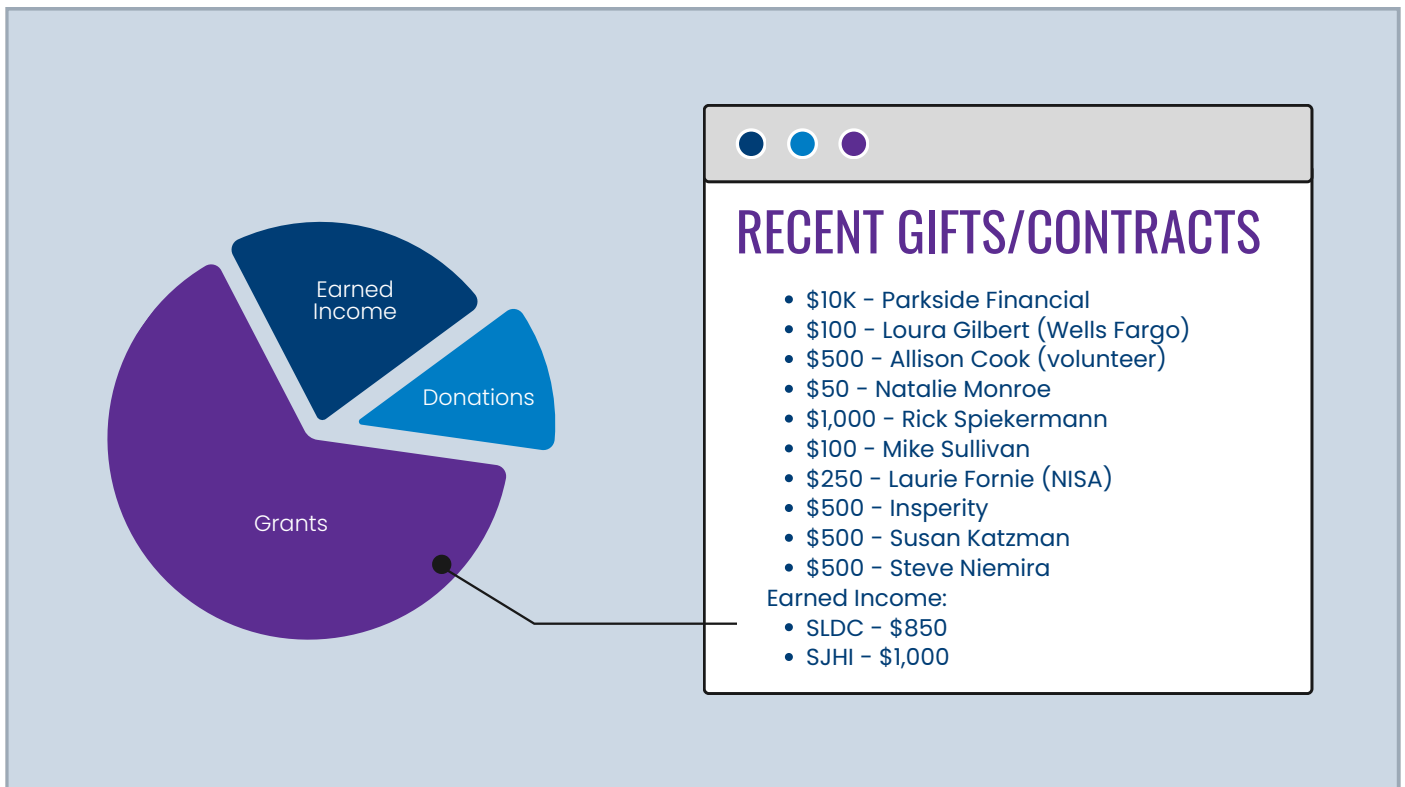
We also gained 32 net followers (# of followers minus any un-follows) in this time period.

OUTCOMES:

We don't have our annual goals finalized yet, so this section will be updated and ready to go in March. Anecdotally, our first class of January which took place Thursday 1/9 had an 80% pull-through rate, with 40 out of 50 attending!!! We also tried a new engagement idea that seemed to go well. For an additional entry into the gift card drawing, attendees could go to our FB page, find the post about the class, and leave a comment with something they liked/learned. We got 5 comments, a few folks shared our post, and one posted on our timeline!



**INSTITUTIONAL
ADVANCEMENT**

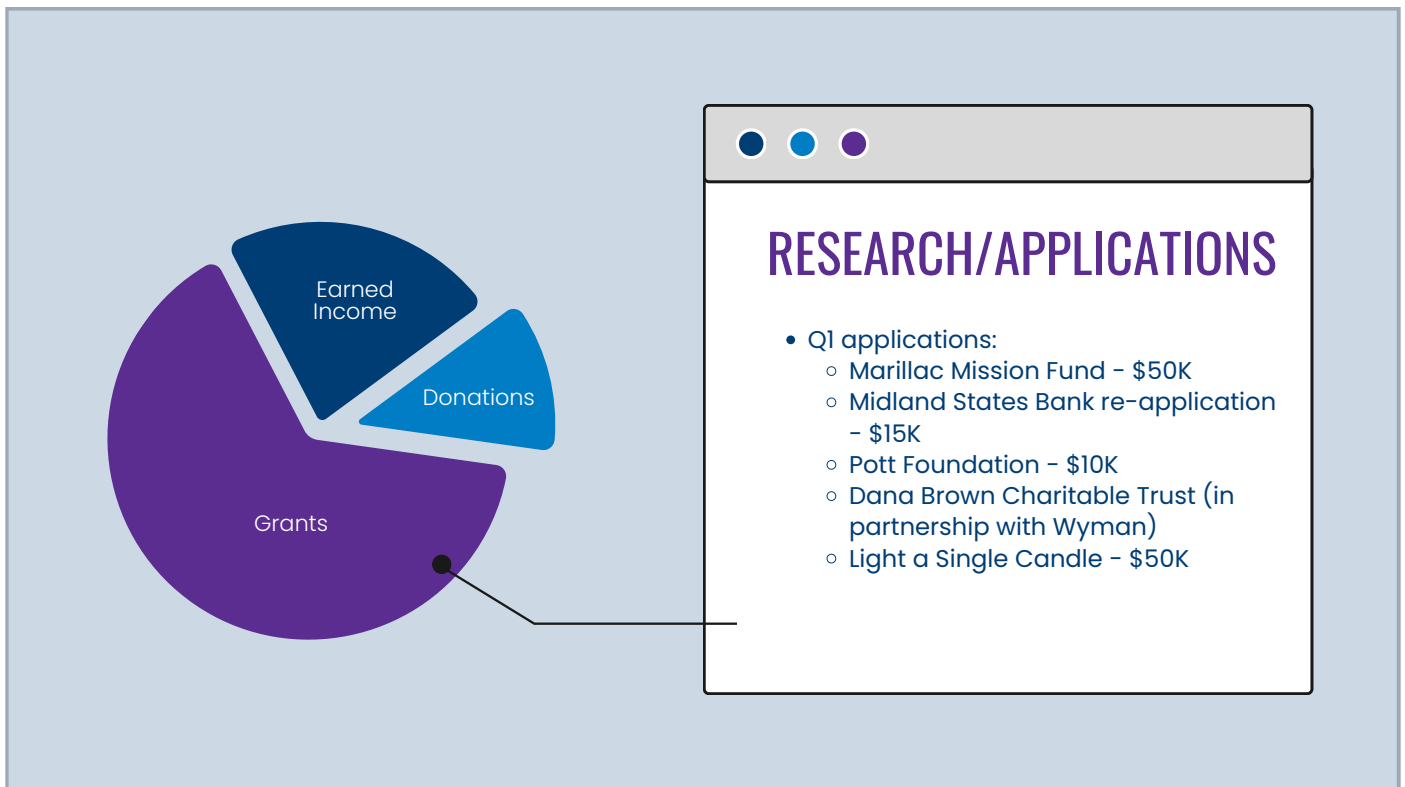


Joyce and the team at Parkside generously continued their \$10K support!

A few earned income invoices came in at the end of the year.

AND, in a fun twist of events - with absolutely NO Giving Tuesday or End of Year push, ALL of these individual donations came in!!! It's more than we've brought it on years when we had concerted efforts!

Steve Niemira is a former coach of ours, now at Onder Law Firm, and when his company wouldn't commit to a sponsorship for our Client Celebration, he generously provided \$500 as an individual sponsor! We also have another sponsorship that we'll highlight in the Updates section :)



These are our Q1 priorities.

Nikki has a meeting Thursday afternoon with Marillac, in hopes of receiving an invitation to apply for their "Improved Economic Mobility" grant.

Midland States - our approach is to reapply each cycle until they give us money :)

Pott Foundation - Kathy is working on getting us an 'in.'

Dana Brown - Rhae Yancey specifically told Kathy that we should put together an application with Wyman (youth-focused), so Nikki has reached out to Wyman's grant-writing person.

Light a Single Candle - just finished our 1-year report for them and hoping that we might get them to increase their gift from \$25K to \$50K this year.



NEW ORG STRUCTURE

After successfully stabilizing, and in support of our anticipated growth moving forward, PC has restructured by adding a C-Suite level. This reduces Kathy's number of direct reports so she can focus more of her time externally. This shift also moves partnerships to Nikki, as the Chief Advancement Officer. And, we will add a Chief Program Officer, hopefully Q2.

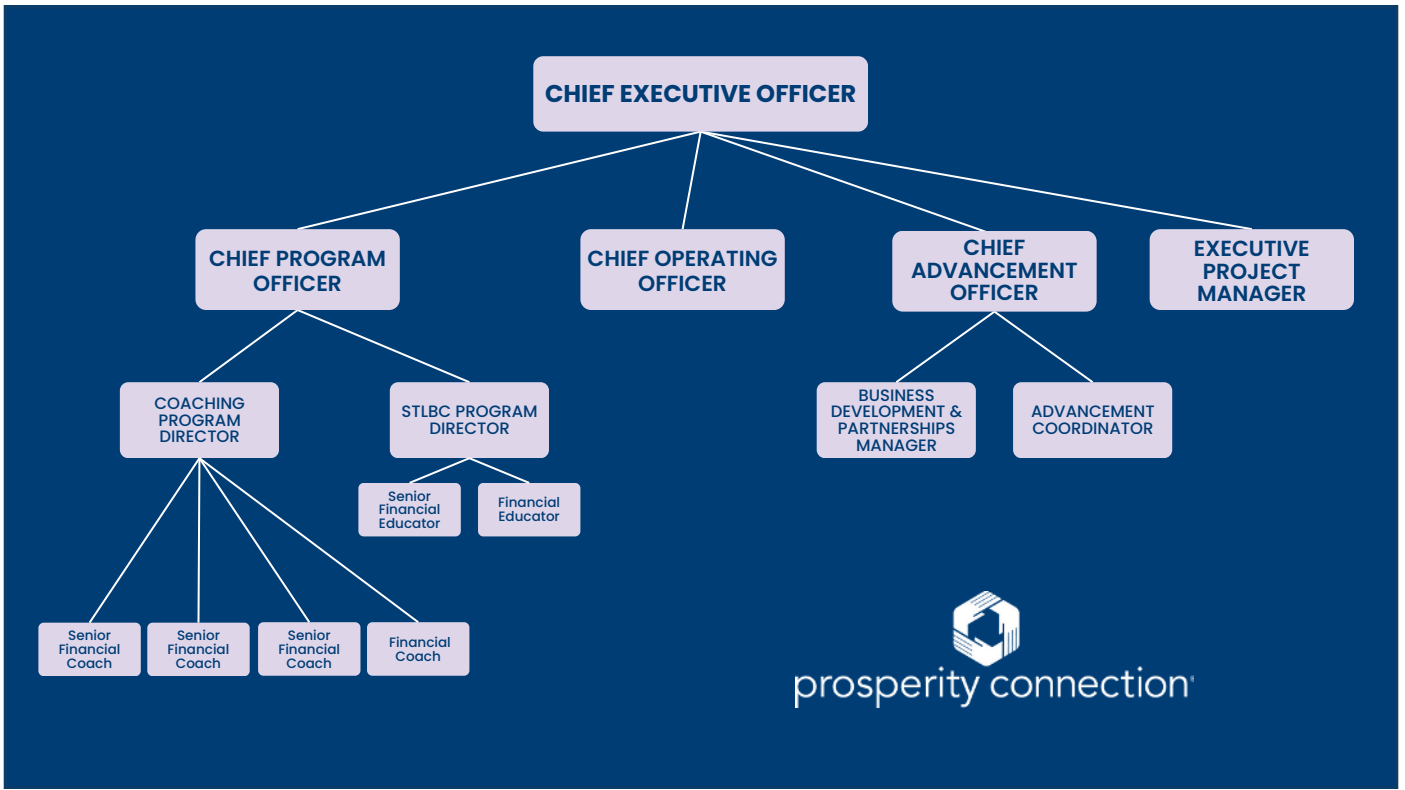
U.S. BANK SPONSORSHIP

Kristen Polchinski, one of our newest committee members, has once again agreed to be our Presenting Sponsor at the Client Celebration in April. She is generously committing \$6,000 this year to help make our visions of an elevated and enhanced Celebration come to life!

SPEAKING OPPORTUNITIES

We have, once again, been invited to present a session at CBA in June. Ben Feimer will be the person presenting for PC. We also received an invitation to be a part of the Hispanic Chamber's podcast in Spanish, as well as make a presentation with Carrollton to Spanish-speaking realtors. Veronica and Pablo are diligently preparing for those opportunities!

As always, don't feel the need to read or address any of this specifically, unless something catches your eye. Nikki and Kathy will happily answer any questions the committee has and/or offer additional info.



If anyone is curious what the full, new structure looks like...

WHAT WE NEED HELP WITH:

Client Celebration Sponsors

Client Celebration Invitees

Nikki and Kathy will cover this slide.