To: Ann Lafford, SSA Chair  
CC: Fundraising and Development Committee  
From: John Godfrey, Chair  
Subject: Committee Report February 23, 2019 SSA BOD meeting  
Date: February 14, 2018

1. Completed Items
   • Vendor selection for Planned Giving website selected (Crescendo) and contract signed
   • Online giving site accounted for approximately $6.5K of donations in 2018
   • Society of Eagles declarations for 2018 totaled a count of 12 with declared value of $384K

2. Ongoing Items
   • Design of Planned Giving website in process, expected release in 60 days
   • SOE pipeline: currently 4 prospective donors to follow up with to secure declarations
   • US Junior Team online fundraising effort should be launched by BOD meeting.
   • Starting to collect website visitor demographic data.

3. Challenges
   • Quality and completeness of historic donor data is lagging – needs additional effort.
   • Unable to update scholarship donors with status. We need to provide feedback to our donors to cultivate future donations.
   • We need to do a better job of driving traffic to the website for online giving to work.
   • We currently dilute focus from our website with "splinter" sites (US Team, Juniors – now dormant, SSF) that take traffic away from the SSA homepage.
   • FWIW in crass terms, someone needs to have their next raise dependent on increasing web traffic period over period. The website is one of the SSA's biggest marketing opportunities.

Respectfully submitted,
John Godfrey (QT), Chair