



ALBUQUERQUE  
COMMUNITY  
FOUNDATION

*leadership • trust • legacy*

## MEMO

To: Board of Trustees  
From: Bob Bowman, Advancement Committee Chair  
Date: June 5, 2024  
Re: Advancement Committee Report

---

The Advancement Committee met for the third time this year on June 4, 2024. Marisa Magallanez provided a report the recent PEEP (Party to Enhance Equity in Philanthropy) event, held on May 30, 2024 that was combined with the return of the Trolley Tours, rebranded as the Community Cruise. The PEEP event was well attended by nonprofits, donors, and community members. There will be one more PEEP event and one more Community Cruise this year. Additionally, Marisa, Kelsey Martin and Pam Hurd-Knief discussed the plan for the 2024 donor engagement calls. We are using the calls to investigate how fundholders want to engage with the Foundation. There is an online survey component of these calls. Staff will complete between 20 and 30 calls each to fundholders. If staff leaves a voicemail, they will follow up with an email and include the online survey. The advancement committee members are interested in making phone calls to support staff in this project. Kelsey and Marisa will discuss the best way to include the committee in these phone calls and expressed gratitude for the committee members volunteering to make phone calls.

Marisa discussed updates to the process for the Great Grant Giveaway (GGG) Community Conversations. Two donor-focused Community Conversations will take place. Staff are working on the most effective way to share out responses to these conversations. Bob Bowman suggested a special meeting(s) and sub-committee of the Advancement Committee to support the efforts of GGG.

Lastly, Bob provided a presentation on interacting with people we don't know at events. The advice he shared included always being a host, looking out to engage people standing alone, and making sure to focus conversations on the new persons' interests and experiences. He shared that we should not force conversations with people there is tension with. After this presentation, Marisa suggested the Advancement Committee would benefit from an Albuquerque Community Foundation briefing, so committee members know who at the Foundation to reach out to with new information about donors.