



MEMO

To: ACF Board of Trustees
From: Bob Bowman, Advancement Committee Chair
Date: June 10, 2025
Re: Advancement Committee Update

The Advancement Committee's recent meeting held on June 10 focused on the strategy and process of the Foundation's major gifts from newest employee, Melody Wells, Major Gifts Officer.

Randy Royster Impact Fund Update

Denise provided an update to the Committee on the Randy Royster Impact Fund, which has raised \$164,600 to date. Solicitation efforts have included past and current Trustees, as well as a targeted group of Fund Holders and philanthropic partners. Denise and Randy are now reaching out to Randy's family and friends. The campaign will conclude following Randy's retirement celebration, held in conjunction with the Foundation's Annual Appreciation Celebration on Thursday, September 4. A key highlight of the fundraising effort is the Development department's successful cultivation of a \$50,000 gift from a past Trustee.

Development & Marketing Department Updates

Denise provided an update on the continued growth of the Marketing & Development Department, including the recent hire of Donor Services Associate, Melissa Bruney. The team is thrilled to welcome Melissa, who brings extensive experience in donor engagement from her previous role as Chief Membership Officer at the Girl Scouts of New Mexico Trails. Not only will Melissa's experience strengthen the Foundation's ongoing development and stewardship efforts, but she will also provide support in capacity for both Melody and Denise.

Denise also shared a brief update on the upcoming hire for the Community Engagement & Development Officer position. This role will oversee management of the Fidelity Charitable Catalyst Fund grant received earlier this year. The job will be posted in July.

Meet Melody Wells, Major Gifts Officer

Melody shared a bit about her history in major gifts fundraising, including 10 years' work cultivating, soliciting and stewarding major gifts for Albuquerque-area nonprofits and completing a course at the Lilly School of Philanthropy on major gifts. Melody also presented an overview of a proactive major gifts strategy, which includes assessing current and past donors for major gift potential as well as identifying new-to-ACF individuals and families. Engaging the Advancement Committee, Trustees, CEO and ACF staff to invite people they know and meet to ACF events, such as Wine & Dines, giving circle events, PEEPs and others will be a focus. Bringing new people in while engaging established donors, ACF Trustees, Committee Members and staff in the welcoming, rapport building and getting-to-know-you process with new invitees will be important.

Melody shared that in her work as Major Gifts Officer, she will work 1:1 with each Trustee, Advancement Committee Member, CEO and staff member to develop personalized plans for activating their networks, inviting them to events that match their interests and participating in



individually tailored activities to discern who has inclination and capacity to be a major donor, and then to cultivate them further towards making that gift within 12-24 months.

Wine & Dine Donor Dinner Recap

Sharon Dreyfus shared an update on the Foundation's first donor dinner, designed to connect with the personal and professional networks of our committee members. Many attendees were new to the Foundation and identified as strong prospects for planned giving. Engaging our committee members' communities in this way is a vital component of donor stewardship—it helps build trust, deepen relationships, and broaden awareness of the Foundation's mission through trusted voices.

Melody and Denise are actively following up with several guests who expressed interest in learning more about our work. Special thanks to Trustee Lori Waldon and past Trustee Beverly Bendicksen for representing the Foundation at the event and helping make these connections possible.

Annual Business Meeting

Staff have continued work for this year's event including branding, messaging, grantmaking and logistics for the Foundation's annual event.

After three sessions dedicated to determining a name for the Annual Business Meeting, the marketing team in collaboration with Marisa and Khia came up with the name *Rooted Together*. *Rooted Together* is a community-centered event that brings neighbors, nonprofit partners, and donors together to celebrate local impact, shared values, and the power of collective giving. Through storytelling, music, and conversation, the gathering will highlight the importance of investing in community strength, honoring cultural roots, and working collaboratively toward a more equitable future. *Rooted in joy and purpose*, the event offers an opportunity to connect, reflect, and grow stronger together.

Key updates include:

- Examples of the *Rooted Together* logo were shared with the staff and Committee members. The team sent feedback to the graphic designer and will have an updated logo by June 30.
- The Marketing & Development team and the Community Impact & Leadership team are currently finalizing the announcement and timeline for RFP for *Rooted Together*.
- An action team comprised of staff members and consultant Calle Poindexter are currently planning for the event.