

MEMORANDUM

TO: Development Committee

FROM: Mr. Chris Stowers, Executive Director

DATE: January 23, 2025

SUBJECT: Sound the Siren Campaign Update

Lead Gift, Board, and Steering Committee Solicitations

As part of our "Top-Down and Inside-Out" fundraising strategy for the campaign, we are continuing with the first phase of solicitations.

We have already initiated conversations and solicitations with several lead gift prospects, and discussions are ongoing. Additional meetings are scheduled with other prospective lead gift donors. In the coming weeks, each member of the Steering Committee will be individually solicited, and Foundation Board members will also be invited to contribute personal gifts to the campaign.

Raider Club

The NWF Raider Club represents the largest group of potential donors for the Sound the Siren campaign. Over the past three years, approximately 375 unique members/families have supported Raider Athletics. This dedicated group holds significant potential to help build the campaign's endowment. Throughout the Fall, the Foundation conducted research to identify and prioritize Raider Club members with the highest giving potential. We are now scheduling cultivation meetings and one-on-one conversations to increase awareness, build interest, and prepare for solicitations from these members.