

Fundraising Annual Report  
League of Women Voters of Santa Fe County  
Fiscal Year 2022 - 2023

Our FY 2022 – 2023 fundraising total came to \$16,950. Of this, \$7,600 was from anonymous donors, \$1,000 was from the ABCD fund at the Santa Fe County Foundation, \$5,510 came from members and \$2,840 came from nonmembers. Nonmember donations included \$350 in memory of Laura Atkins, \$120 to the Beenhouwer Fund and \$50 to the Diversity Fund.

Kelly Davis Stephanie Schlanger, and I are exploring projects that could attract donors including a printed *Who's Who in Santa Fe*.

I'd particularly like to thank Stephanie for her website work which I'm convinced brings us more contributions. Utilizing Search Engine Optimization will drive even more people to the website. She also suggested using a short emailed video as an entertaining thank you.

I met with a professional fundraiser on April 18<sup>th</sup> and I'll be incorporating many of her suggestions in the Fundraising meeting at the state League convention on April 29<sup>th</sup>. Her suggestions included organizing materials that we have already collected so that we are more appealing to donors.

This has been a team effort. Particular thanks to Marcy for setting this all up, maintaining the spreadsheet, doing the acknowledgments and for her lovely handwriting, Sally for the very tedious job of finding addresses for potential new donors, and the entire board as well as Danis Kelly for finding donors and working to send out the snail mail appeal.

Submitted by Hannah Burling