

Development Committee Annual Report 2020

Who would have imagined a year ago that we would be where we are today?

After the successful Annual Appeal at the end of 2019 and into 2020, we were looking forward to our biggest fundraiser during the summer of 2020, in celebration concurrently with Maine's 200th anniversary. The Development Committee was busy supporting the efforts of Ruth Scheer and Lynne Dearborn with the planning of the 2020 House and Garden Tour. As the pandemic took hold it was clear that this event would have to wait and we quickly shifted our focus.

We undertook efforts to reinvigorate our membership list with solicitations to lapsed members and to new members. A boost of social media engagement helped to get us more exposure. We planned and launched the Mystery Backyard Picnic Fundraiser and the Castine in a Basket Raffle. We heartily thank all the property owners who welcomed picnic patrons to their beautiful backyards. Angela Bonacasa's expertise in managing the website and keeping track of ticket sales has been invaluable. Gift shop inventory had some thoughtful additions and has been highlighted online.

Some very generous donations came in during the course of membership renewals this year. Membership levels remain steady. Lisa Lutts secured some financial resources to help meet the day to day expenses of running the organization.

We are grateful for our members' generous support during this challenging time. We hope we can be together in the next year and wish you good health as we await brighter days ahead.

Respectfully Submitted,
Lisa Haugen
Development Committee Chair