



# Philanthropy Committee 2022-2023 Highlights



# Philanthropy Committee



- 2022-2023 Year End Summary
  - Successful Giving Tuesday (GT) campaign coming very close to our goal.
  - Added a new LYBUNT email targeting those who gave last year but had not yet given this year during GT.
    - This was a successful addition with an open rate of 67.2% (avg. 54%) and a click rate of 3.2% (avg. 1.5%).
  - For the Chapter Challenge, we worked with the Ignite membership campaign committee to combine communications to members to hopefully prevent email fatigue while supporting both campaigns.
    - We are still waiting on the final Chapter Challenge numbers but believe it will also be a successful campaign.

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- Looking ahead...
  - Focus on finding and applying to grants in order to diversify our donations.
  - Continue to find new ways to engage new and existing donors.
  - Ensure our first year of Danaher Foundation funding is successful and work to increase support for more chapters.