

From: JoAnn Turnquist <JoAnn@yourfoundation.org>  
To: Pisarik, HollyHollyPisarik@gov.sc.gov  
CC: SC Flood Funds floodfund@yourfoundation.org  
Date: 12/17/2015 8:30:41 AM  
Subject: Fwd: Letter SCOne

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Good Morning Holly.

I've invited Bhavna Vasudeva to join us today at 11:30. She has a number of creative ideas to share.

Regards,

JoAnn Turnquist  
Sent from my iPhone

Begin forwarded message:

From: Bhavna Vasudeva <maker1968@gmail.com>  
Date: December 16, 2015 at 9:41:56 AM EST  
To: "joann@yourfoundation.org" <joann@yourfoundation.org>  
Cc: Victoria Halydier <victoriahalydier@gmail.com>  
Subject: Letter SCOne

Dear Joann,

I was thinking about our meeting and wondered if it would be helpful to you if all of us could provide names /addresses to you for solicitation letters? The letters could outline what the OneSC fund has done based on the committee recommendations and money raised to date. It could say that we are making a donation in the name of a individual or family to the fund and invite them to join us in giving. If everyone gave names, email address for a letter with a link imbedded to donate as well as a paper mailing. All this would support would back up the PSA's and social media. As you know in advertising it is reach and frequency that get the job done.

The ask will get a better response if sent by someone who has a personal connection with personalized message. I would suggest a letter to all the Governors supporters who normally get invited to the holiday parties and supported her election also get letters. It would be a good way to say that due to the devastation in our state we are abstaining from a holiday party and ask you to stand with us in support of the flood victims. The staff has that list at their disposal broken down by donor levels. I worked very closely with Marisa and help raise a lot of money both election cycles. I hosted parties in my home that raised \$50,000 each time and it was done multiple times. It was sort of an intimate town hall, people pay big money to see our superstars in an intimate venue is what I am thinking. The Mansion can host a celebration but not ask for money to attend an event there. I've done this for Red Cross and at the end of our campaign to raise funds we have an annual event at the mansion. Typically we work on it with staff for 3-4

months then do an event there. They raise \$500,000 every year just with letters and personal asks. As you know events cost money to put on but to have a free venue and keeps costs down is the key. However RedCross is a known brand, we must build our band then have a celebration with our donors and superstar committee. It is critical we start in 2015 to get end of yr money and get on the corporate donations for 2016 as I urged in the meeting.

We could promise an event at the Lace house in 2016 to share our results, introduce them to some families, share photos and stories. Sort of an non-party where you pay not to go to a party now, it gives us time to organize a good program later then continue with updates into spring. Sort of like when you adopt child from save the children and the child corresponds with you but but here we have a family or multiple sharing their story.

We could have our chef ambassadors create signature dishes for the event and name them after our celeb committee members. Have the celebs compete on raising the most money? They are the key , we need to use their network, we could have them compete in some fun family events if they were willing to? Shoot hoops with Dawn, toss the ball with Taj and call plays with the HBC. It could become an annual event, we need long term ideas for long term annual money as these families are so many. They will continue to need help to recover, we must act now as people are in the giving mood because the flood will soon be forgotten quickly by those who were not affected.

Corporate donors get naming and other sponsorship such as signage and on invites to spring event- we should be able to get big sports dogs like Under Armour and HomeDepot!

Corporate

\$50,000

\$30,000

\$25,000

Individual

Full House Sponsor \$3,500

Roof sponsor \$2,500

Walls up sponsor \$1,500

Lead by ladder \$1,000

Brick by brick \$500

Just my thought and suggestions, regards.

Bhavna

Sent from my iPad

Bhavna Maker Vasudeva