

















### We have things to celebrate

- Although COVID-19 changed our business model, we were able to rely on electronic communication, peer to peer fundraising and grants to keep progress going in 2020.
- Through corporate and individual donations, we raised a total of \$111,806 for the capital campaign and \$35,865 for the operating budget in 2020.
- We were also awarded 4 grants



#### We've Reorganized Ourselves to Meet the Challenges of the Welcome & Discovery Center



### The Donor Development Team Tina Tyler - VP of Donor Development Deb Voorhees - Executive Director of the Capital Campaign

We've moved all public outreach and revenue generation to one umbrella committee with 3 sub-committees.

- Donor Development Jason Dolle
- Marketing Shelly Sue Williams
- Fundraising & Events Megan Allers

### Donor Development Our Goals for 2021

- Move our operations to Salsa, a comprehensive donor management software capable of increasing our ability to track, find and communicate with donors.
- We redesigned our marketing booklet for Phase II and it will be part of a multi-use fundraising package.
- Complete fundraising for Phase II of the capital campaign and start Phase III
- Raise funds for expanded operating budget
- Lay groundwork for annual giving campaign

# Marketing

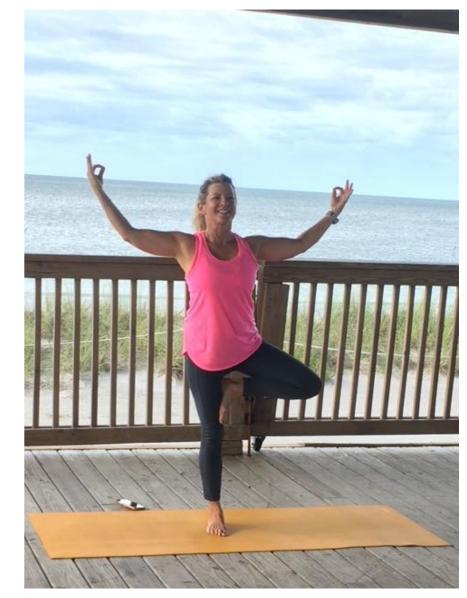
This committee is responsible for:

- Press Releases
- E-News
- Ads and Articles
- Social Media Posts
- Promote all of our fundraising initiatives, events and achievements.
- Work with FGCU students to create content for social media and newsletters

# Current Events

Current Events that are open to the public:

- The Boat Show January
  29<sup>th</sup>-31st
- Yoga in the Gazebo Monday & Friday at 9:30am; Wednesday at 8:15am
- Paddleboard Yoga Tuesday & Saturday at 9:30am (Preregistration is required for yoga)



# Virtual Events

COVID-19 has limited our ability to have traditional events, so we are discussing virtual events such as:

- Virtual 5K
- Online Lecture Series

We hope to return to an expanded event schedule in the near future.

# What's New in 2021?

**FOLKS Volunteers and** Park Rangers are working to plan environmental education and stewardship opportunities at Lovers Key State Park that are as exciting and world class as our building!



#### We Envision Becoming a Regional Hub for Environmental Education and Civic Engagement

Our new facility will be home to partnerships with:

- Local environmental and civic organizations
- •Colleges and Universities

Lee and Collier County Schools





# How Can You Help? Donate

There are many ways to contribute to our efforts to provide support for Lovers Key State Park and the Welcome & Discovery Center.

- Make a donation to the Capital Campaign
- Reserve a naming right or recognition plaque. Several opportunities are still available.
- Give for our annual appeal.
- Sponsor an event or lecture series.



### Join Us

### Become a member of Friends of Lovers Key

Membership includes:

- Free admission to the park
- Discounted rentals
- Special events
- Monthly newsletters.





- Like us on Facebook, Twitter or Instagram.
- Share our social media posts
- Share a video or photos to our pages
- Visit our website at <u>www.friendsofloverskey.org</u>
- Tell a friend about the
  Welcome & Discovery Center

### Volunteer

Have fun while giving your time and talents to our park and mission.

- Trail and land maintenance
- Be a committee chair
- Event staff
- Docent
- Gift Shop Worker
- Advisory committee



### Attend an Event

We offer many opportunities to learn about our wildlife, ecosystems and culture of Southwest Florida through:

- Ranger led walks and kayak adventures
- Monthly Lectures
- Lunch and Learns
- Roundtable Discussions
- Classes
- Presentations



# Naming Rights & Recognition

lelcome & Discovery Center Building Community Room Manatee Sculpture Donor Recognition Display Barrier Island Exhibit Coastal Strand Exhibit Maritime Hammock Exhibit Estuary & Mangrove Exhibit Water Bottle Filling Station Mobile Exhibit Walls

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FRIENDS OF