



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 29th-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 www.friendsofloverskey.org
- 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

Welcome & Discovery Center Building	\$200,000
Community Room	\$150,000
Manatee Sculpture	\$150,000
Donor Recognition Display	\$50,000
Barrier Island Exhibit	\$40,000
Coastal Strand Exhibit	\$40,000
Maritime Hammock Exhibit	\$40,000
Estuary & Mangrove Exhibit	\$40,000
Water Bottle Filling Station	\$10,000
Mobile Exhibit Walls	\$10,000



Thank You.

www.friendsofloverskey.org

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