



# ARC Town Hall

Welcome  
July 27, 2020



# Today's Agenda

- Welcome & Zoom Housekeeping
- Where We Last Left Off...
- Keep ARC Afloat Campaign
  - Fundraising Strategies
  - Financial Milestones
  - Upcoming Events
- Live Q&A (via Zoom chat)



# Using Zoom

- Please keep your microphone on mute to ensure a smooth user experience.
- We encourage questions. You can use the Zoom Chat feature to ask a question.
- Your question can be sent to the entire group or to Sabelyn Arden who will serve as our moderator for this Town Hall.



# Where We Last Left Off...



# What We Covered in June

## Revenue

Pre-COVID:

- Healthy, Diverse Portfolio
- Delivering on KPIs

### Revenue Down due to COVID-19

- Pre-COVID were on track to have a banner 2020 year at ARC
- Revenue lost from event rentals, regatta income, camps, clinics, no sweep programming, etc due to COVID.

## COVID-19

Pre-Mandated Shut Down:

- Additional cleaning policies
- Singles, masks required

### COVID-19

- Multiple changes made to navigate rowing during COVID-19
- WCB (and all other CoA concessionaires) shut down through 8/7
- **GREAT NEWS** - Reopening on August 8th!

## Fundraising

Fundraising Started:

- Kicked off in June
- \$200,000 goal established

### Fundraising

- \$200K goal will help us pay bills, contract obligations and maintain staff through the spring of 2021
- Kicked-off initial appeal in June
- Currently raised \$20,000 (thank you to all who have donated!)



# Yes, We're Reopening August 8th!

- Same mask & safety protocols as established in April.
- Adding Junior rowing programs in late August
- Opportunity to reschedule missed summer Learn to Row.



**Is my donation deductible?**

**How can I donate?**

**What's the best method for donation?**

**Where does my donation go?**



**What is ARC doing to fundraise?**

**What other ways can I pitch in?**

**When will the boathouse open up?**

**Are regattas still happening?**

## **Questions You Asked After the First Town Hall**

# Let's Dive In

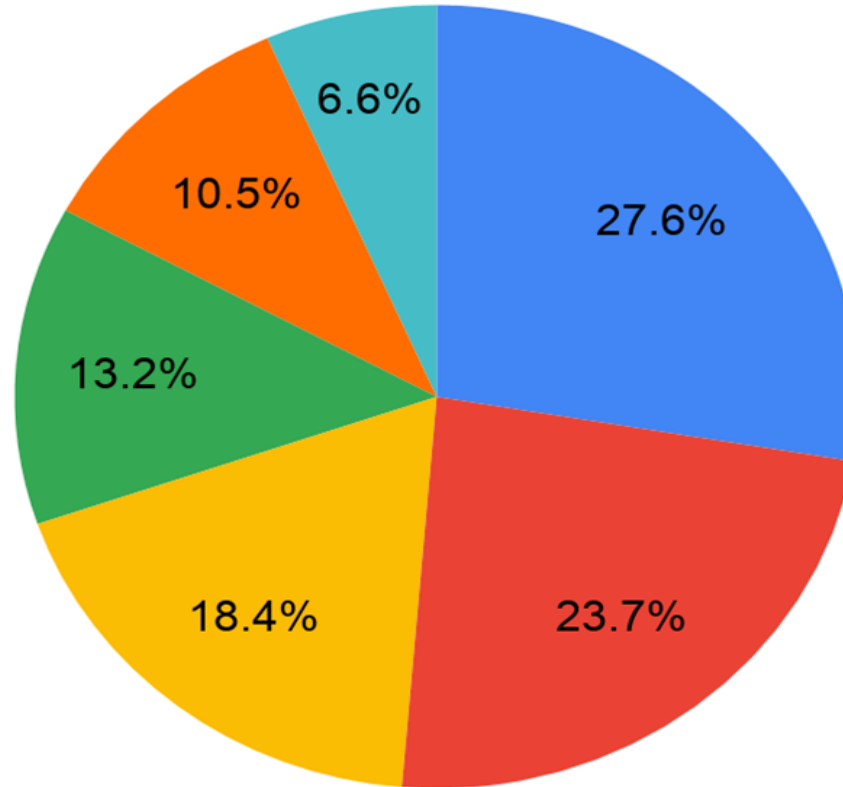




# Pre-COVID Revenue

## 2019 ARC Revenue

- Membership Dues
- Venue Rentals
- Junior Competitive Program
- Regatta income
- Classes/Clinics/Camps/LTR
- Visiting Crews



In normal (non-pandemic) times, this is a very healthy and diversified revenue composition, with no singular activity carrying ARC.



# Q1/Q2 2019 vs Q1/Q2 2020 Operations Comparison

Area	Percent Change
Patrons Served (# of people who visit WCB)	-37%
WCB Gross Revenue	-22.5%
Classes, Clinics, Camps & Learn to Row	-47%
Visiting Crews	-90%
Venue Rental	+46%*
April & May Total Income	-65%

Increase YOY in venue rental due to SXSW 2020 client; ARC was able to retain the deposit on the event





# Upcoming Milestones & Activities



# Fundraising Strategies & Tactics

Grant applications & appeals  
for individual gifts via email  
and social media



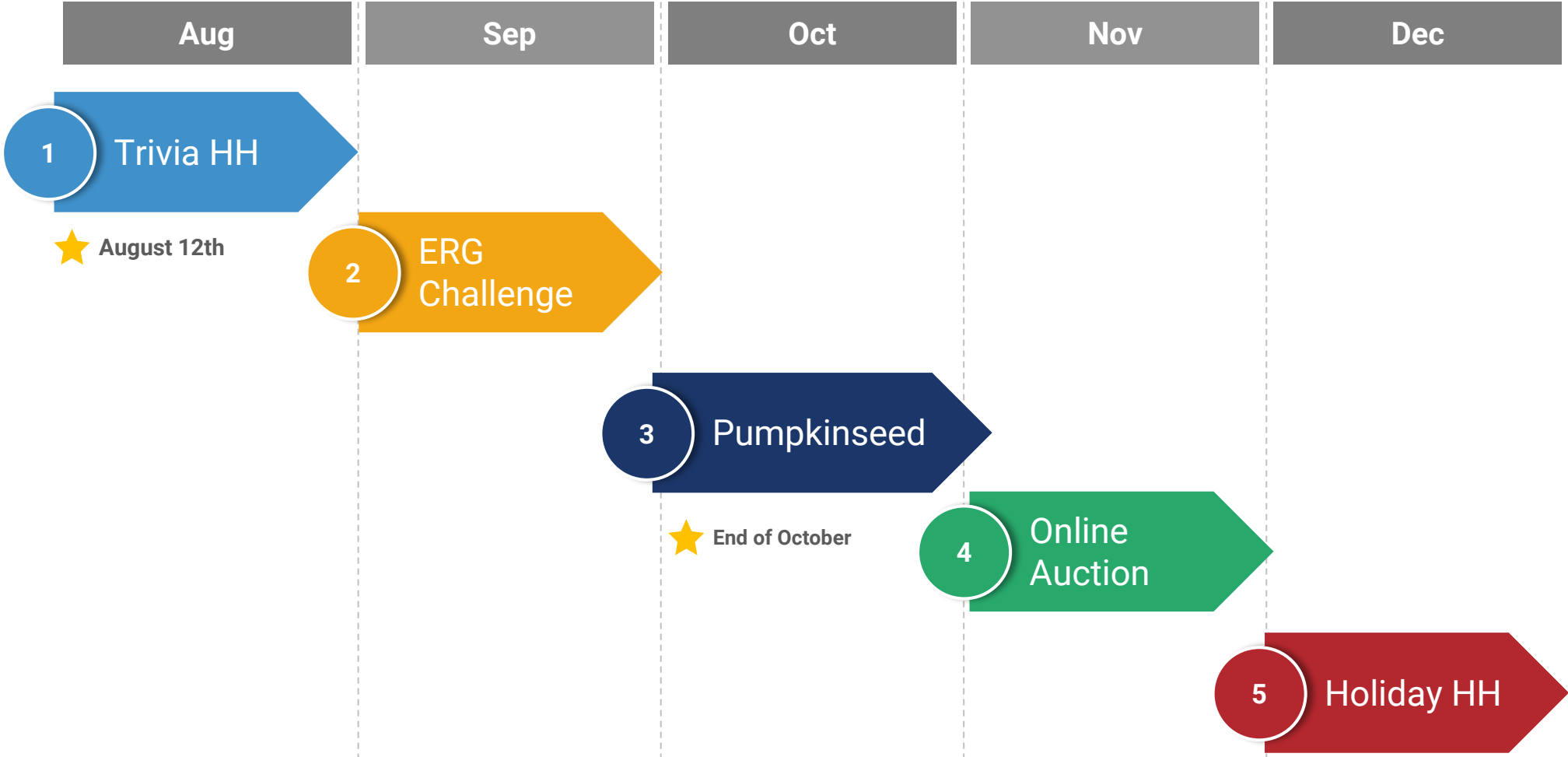
Virtual Events

Athletic Events

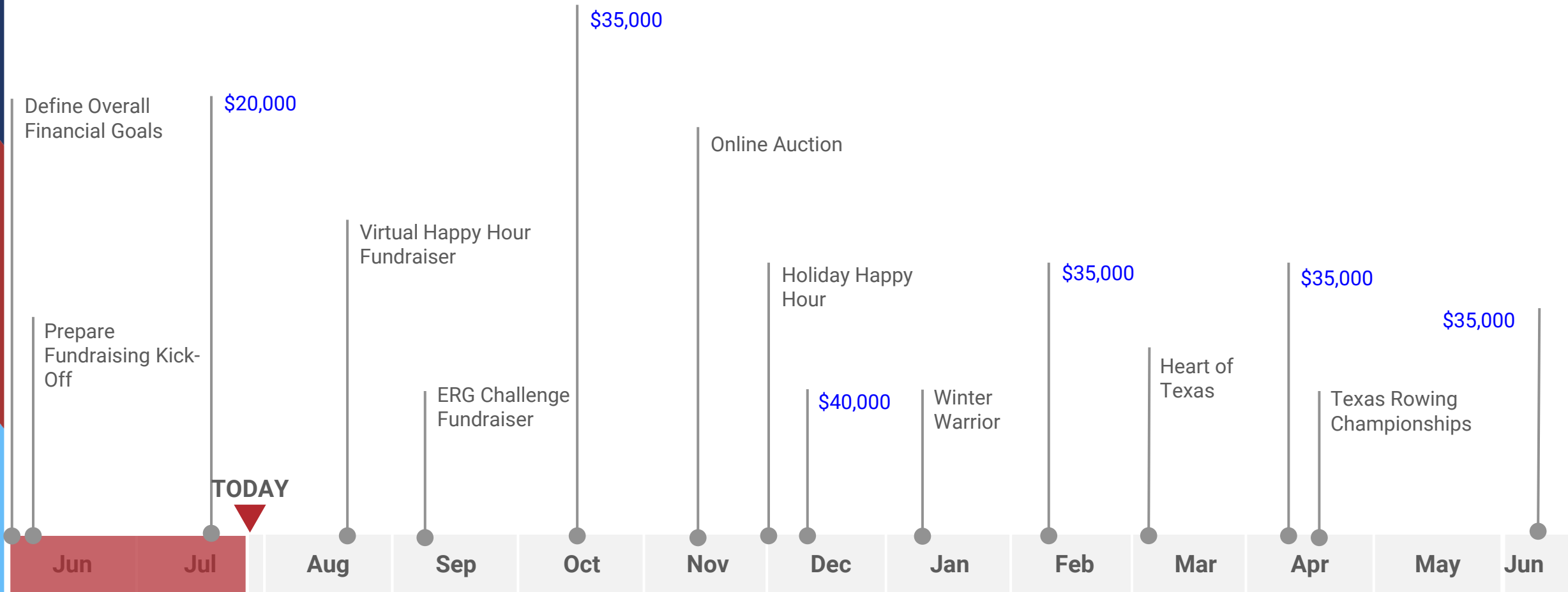
YOUR Ideas Here!



# Upcoming ARC Fundraising Events



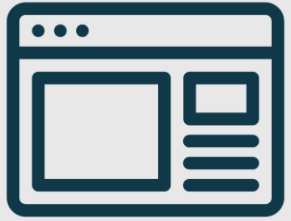
# Financial Milestones / Fundraising Goals



# Ways to Give



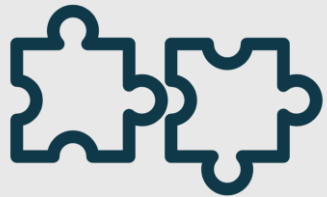
# Ways to Give



**ARC Website**



**Check**



**Corporate Matching**



**Participate in ARC Fundraising Events**

## What about Venmo?

Venmo does not work with nonprofits and we can't make your donation tax deductible.





# Ways to Give



## Hosting your own Fundraiser

- So you want to help raise money, besides just asking your friends to be nice and donate to ARC? Come up with your own fundraiser (hold an event, sell something, offer a service, etc.)
- If you hold something like a bake sale, people can donate through the ARC website and forward you the donation confirmation email as their proof of purchase.
- There may be certain circumstances where GoFundMe and Facebook Fundraiser Events can be helpful, so you can have a dedicated website for the details of your fundraiser. You could ask people to pledge \$1 for every kilometer you ERG, or host a wine tasting night. The possibilities are endless.

# Q&A

