

## C&O Canal Trust Development Program

### Overview

- First full-time professional fundraiser added to Trust staff in 2011.
  - C&O Canal Trust's current Development Team
    - Director of Development, fulltime
    - Development Associate, fulltime
    - Communications & Development Associate, fulltime split between communications and development.
  
- FY21: Total funds raised = \$872,949
  - Individuals contributions = \$237,340 – 27% of total fundraising revenue.
  - Events = \$165,040 - 19% of fundraising revenue. \*Includes corporate sponsorships.
  - Foundation contributions = \$146,817 – 17% of total fundraising revenue.
  - Government grants = \$146,286 – 17% of total fundraising revenue.
  - Organization contributions = \$123,912 – 14% of total fundraising revenue.
  - Corporate contributions = \$31,853 – 4% of total fundraising revenue.
  - Workplace giving = \$21,702 - 2% of fundraising revenue.
  
- Our database, e-Tapestry, has nearly 17,000 accounts.
  
- Fundraising priorities for the Park include:
  - Towpath Forever: Towpath Forever encourages philanthropy and volunteerism to ensure the towpath and the Park's historic structures are repaired and kept in good condition; lifelong stewards are created through educational programming; recreational opportunities are enhanced; and the diverse natural resources of the park are preserved.
    - Towpath Resurfacing: The Trust prioritizes raising funds for towpath repairs as part of the C&O Canal NHP's five-year plan to make significant improvements to 80 miles of the towpath most critically in need of attention.
  - Canal Classrooms: The Canal Classrooms program is the C&O Canal NHP's education program. This scalable program provides thousands of school-aged children with the chance to use the Park as an outdoor classroom, where they learn through experiential opportunities that utilize national and state standards; curriculum that includes Science, Technology, Engineering, Arts, and

Math (STEAM) concepts as well as history lessons; and the integration of technology.

## **Individual Giving**

### Annual Fund:

- Two direct solicitations annually – year-end appeal and spring appeal via direct mail, email, and social media.
- Participate in campaigns driven by social media - Giving Tuesday the week after Thanksgiving and Washington County Gives in May.
- C&O Canal Giving Days – In-Park signage and tabling in conjunction with Canal Community Days events.

### The William O. Douglas Society:

- Leadership donors who give \$1,000 or more annually.
- All Board members are strongly encouraged to give at the William O. Douglas Society level.
  - FY21 total Board Giving = \$93,500
- Current memberships = 106.
- FY21 revenue from William O. Douglas Society = \$352,590

### The Patowmack Society:

- Individuals who have included the Trust in their estates.
- FY21 membership – 10

### Bench Program:

- Donors can sponsor a bench for three years for \$3,000 or six years for \$4,500. They are given the opportunity to renew their sponsorships in three year increments.
- Benches installed to date – 73.

### Other:

- Canal Quarters guests are given an opportunity to make a donation when they book a stay in a lockhouse.
- Our *Canal Quarterly* newsletter includes a response envelope for donations.
- *Canal Connection* monthly e-newsletter includes a donation button.
- Signage in the park encourages people to give.

## **Special Events**

- Park After Dark is the Trust's signature special event. Funds are raised through event sponsorships, ticket sales, a silent auction, and a live cash auction to support a Park program or project. This event has not been held since 2019 due to the COVID-19 pandemic. Picnic in the Park was held in its place in 2021.
- TowpathGO is now an annual peer-to-peer fundraising challenge that was created in 2020 to take the place of Park After Dark. The fundraiser encourages park lovers to help raise funds through their networks by completing a hike, run, or ride challenge.