



CEO Executive Director's Report January 15, 2025

DISCUSSION

Goals

Bill, Kim, Dan and Julia will share some of the highlights of the prospective 2025 budget and from that work setting goals. We believe they are aggressive yet realistic. A stretch goal was also set. Board discussion will follow.

Donor Cultivation List

List of prospects, timeline and strategies to be reviewed each month. List created from board and executive director input.

UPDATES

Leadership Council Kick-Off

I have attached a list of people committed and others interested in joining the LC. I am hopeful many can attend the meeting, but as the case anytime we try to schedule something like this there are conflicts. I am also inviting the principals and pastors of each school.

Bill, Kim and Dr. Andy Moore will present our goals for 2025 and ways to help.

Luminaria

Thursday, April 24, 2025

The planning has begun. We will sell tickets through iGive this year. This option is included in our account. Ticket sales will open first to the board, committees, and previous sponsors and ticket holders. Next we will open to the public. We were able to add some seating to get the number available close to 350.



Leave-A-Legacy Society

David and I will share information about the Society at the February meeting. I wanted to share the logo created by the person who created our CEOF logo. "Leave" is a play on the leaves on the tree. This will be included in all materials related to the planned giving program if the board likes the branding and the name.

Stallions, Sips & Savories

The UK football schedule has been released. We are working on setting the date for the event.

Bloomerang Donor Software Update

Mathilda and I are working diligently on the constituent records so the data is accurate and robust. The next phase is to go through their giving history to make sure all data made the transition. It is my hope to begin to present some reports at the February meeting.

Website Updates

Please take a look through our website and let me know if you see anything that needs to be added or removed.

2025

April 24th - Luminaria

June 20th - CEOF Golf Scramble

September/October - Stallions, Sips, & Savories - Coolmore America's Ashford Stud