

Donations:

Q1 recurring averaged 453 donors for a total of \$64,356.00. The average gift was \$47.60. While this shows a slight decrease from 2024, The month of March showed an increase of 16 donors over January. We have unveiled the “Cup for Kids” campaign on the Fox 8 email list and our Facebook page. Fox has a database reaching over 60,000 households per month. Our Direct donations for the 1st quarter was \$22,420.00 Grand total for Q1 is **\$86,776.00**

New Donors:

We received donations from 32 new donors in Q1. These donations totaled \$8,358. Each new donor received a card of thanks and a calendar. This card also inquired as to how they heard about MHCO.

Development team:

New marketing ideas and project starting in 2025.

“Cup for Kids! This was kicked off on April 14. For a \$19.95 recurring gift we will ship a 20 oz insulated cup. Inside will contain information about MHCO and a sticker that can be used on a car. This is designed to increase our recurring donors.

Revising the calendar quantity and distribution to maximize the ROI. We are currently mailing 35K and only getting an average of 1,000 donations. While it's profitable, the saving could be spent developing other ways to raise money and awareness.

Our TV commercials message is for donations. We have filmed the next version for Channel 17 with a consultation of our Marketing committee chairman. Both fox 8 and 17 are airing our commercials as a fill in. We have been seen during the Super Bowl pregame and world series. We are on a morning segment called “My Carolina” on 17. On every meeting I go to, I get a comment from those that have seen them.

We have re-configured our Hayes-Neal Society recognition reception. This year it is integrated with our baccalaureate service on May 18. Invitations have been sent.

MHCO
AGO Q1 2025 Report

Our annual black tie gala, Time for the Kids is scheduled for June 21 at the Amran Shrine Center. This year featured UNC player Phil Ford

A direct mailing campaign is being developed. We are hoping to reach approximately 30,000 with a giving message

Children's Chatter is being sent on a quarterly basis to all Masons.

Charlie has developed the Red Devil dispatch to send to the local area. She has seen her subscribers triple in the 1st quarter.

As reported previously, drop down menus have been added to our Simple Give platform. A new check box has been added to the giving platform (Simple Give) that allows donors to sign up for emails and newsletters. In addition, a mandatory entry field has been added asking donors to tell us how they found us.

Facebook and Instagram are consistently growing. We are boosting our posts to reach a wider audience. Charlie is in the process of revamping our LinkedIn page and adding our new commercials to our YouTube channel.

A major push is to add email addresses to our data base.

Presentations:

I was able to make 22 presentations in front of over 1,900 people. I spoke at a church retreat, a ladies club.

Alvin Billings
Annual Giving Officer