



# MARCH MADNESS

## What We're Working on @ HQ

March 2019

**Check out the Dream count at the bottom of the newsletter!**

Wow-You guys are killing it! We are on a pace to not only exceed last year's count, but to crush last years count.

It's March which means only one thing- it's time for **March Madness!!** In addition to basketball, it means we recently completed our annual March meeting in Louisville. Thank you everyone who made the trip. We had 21 of the 32 chapters represented at the meeting!!! For those who were not in attendance, below is a brief summary of the weekend in this newsletter because there are many exciting things happening throughout the entire organization these days.

One major responsibility we have is to make efficient use of our resources and our volunteer time is our greatest and most important resource. With that in mind we asked March meeting participants to complete a brief survey in which they had the opportunity to rate each activity, rate the overall meeting, provide suggestions for improvement and provide what they thought were the highlights of the meeting.

They were asked to rate each activity as really not useful, not useful, had no impact, somewhat useful or very useful. A summary of the ratings showed that there was 1 rating of had no impact and all the remaining ratings were either somewhat useful or very useful. The overall rating for the meeting was 83% very useful and 17% somewhat useful. The 2 highest rated activities were those activities where chapters shared and learned from each other and the panel presentation when a dream recipient and parents of past dream recipients shared their personal stories. We will keep this in mind as we plan for the September convention. In addition, we will be sending out a brief survey to area coordinators to solicit their ideas and their needs related to the convention.

**Our Chapters** As most folks are aware, we recently opened our newest chapter in Texas. They are in Frisco, Texas, which is a short drive north of Dallas. They were well represented at the March meeting with 3 people in attendance. Welcome aboard Texas!

**Lots of good information was shared that could have impact on the number of dreams we complete and the number of referrals we receive.** Beginning in early December the following question was added to the on line referral form-"How did you hear about the Dream Factory?". The top five responses in terms of frequency were friend (43 responses), Internet/Google (42 responses), Facebook (22 responses), on line

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(23 responses) and support group (12 responses). In addition, when area coordinators were asked to identify their chapter's greatest needs, the top 3 responses were more volunteers (47%), fundraising (12%) and community awareness (12%).

**So how do we integrate how people hear about us with our greatest needs as identified by the area coordinators?** We are currently working with 2 chapters, Iowa and Memphis, to develop a pilot on-line marketing project utilizing Facebook as the platform. Iowa identified their need as more volunteers and Memphis identified their need as more volunteers with specific skillsets and experiences. In mid-April we hope to launch both projects. We are targeting people who live in the same zip code or nearby zip codes as a past dream recipient. It will include a picture of the past dream recipient. We are going to track the number of likes (community awareness), the number of people who sign up to volunteer/serve as board members (more volunteers) and the number of clicks (community awareness). We hope to have results to share with everyone during the June meeting.

**Happy Birthday to us!** The Dream Factory turns 40 in 2020. Like every 40 year old, there should be a celebration. Not just a one-day celebration-a year long celebration to honor all the volunteers, dream kids, their families and our supporters. While we do not know what the celebration will look like, we do know two important facts. The first is that 2020 will be here before we know it. The second is that the other dream granting organization turns 40 in 2020 as well as us. With that in mind a committee has been formed and will begin making plans for the year long celebration. The committee needs your help. If you are interested in helping to design the celebration, please let us know.

**After multiple weather related postponements, I met with the new Southeast Ohio board members in Chillicothe, Ohio.** They are excited and ready to complete some dreams. I am looking forward to attending the Taste of Bowling Green to see the Bowling Green chapter in action as well as the Lexington chapter gala, both in April. In May I will be in Nebraska to help however needed with their golf scramble fundraiser. We are working on plans for me to visit St Louis and Central Missouri in May as well.

**We are currently working with people in 3-5 cities to determine the possibility of opening a new chapter or re-opening a closed chapter.** We hope to announce more chapter openings in the coming months. A very effective tool that we use when talking with interested people are videos made at the chapter level. The short videos of kids receiving dreams and parents reaction to their dreams are very powerful tools.

**New Initiatives** Candice King and Collective Journeys. Most everyone is aware that the month of December was the month that the Dream Factory bracelets were featured on the Collective Journeys website and the national office received a check for a little less than \$1800. BUT you probably are not aware that Candace King shared the info on her Instagram page which has 6.5 million followers. AND, she later posted a picture of herself wearing the Dream Factory bracelet and in her post she tagged the Dream Factory and over 334,000 people liked the post. We continue to look at other strategies for marketing and getting our name out there.

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**Sponsoring dreams** To increase our dream count and help struggling chapters, we are now opening submissions from chapters who have a waiting list and need help to pay for a dream and also from chapters who have the financial means to sponsor another chapter's dream. The chapter who pays for the dream receives the credit in our internal database. These dreams need to be fulfilled prior to Aug. 31, 2019, and must not exceed our national budget of \$6,000. All submissions should be sent to [mike.mckenzie@dreamfactoryinc.org](mailto:mike.mckenzie@dreamfactoryinc.org). Once we receive the two lists we will then match up chapters. The deadline for submitting the wish to have one of your dreams sponsored is by Friday, May 3.

**Convention 2019** We are excited to announce that we will be in Rochester, NY for Convention 2019. **The dates are September 19-21, 2019.** Side trips include a visit to Niagara Falls scheduled for both Friday AND Sunday for those that arrive late on Friday. Other side trips include wine and beer tours as well as local museums. As additional plans are developed, we will share with everyone.

## Financial Overview thru February 28, 2019

	Sep -Feb 19	YTD Budget	\$ Over (Under) Budget
<b>Total Income</b>	\$ 109,569.94	\$ 134,125.99	\$ (24,556.05)
<b>Total Program Services Expenses</b>	\$ 27,826.64	\$ 28,392.00	\$ (565.36)
<b>Total Fundraising Expenses</b>	\$ 24,055.83	\$ 26,233.40	\$ (2,177.57)
<b>Total Administrative Expenses</b>	\$ 92,886.83	\$ 103,690.40	\$ (10,803.57)
<b>Net Income</b>	\$ (35,199.36)	\$ (24,189.81)	\$ 11,009.55

## Dream Count

Jan-19	Jan-18	Jan-17
109	89	91

The decrease in total income is due to a \$22,000 decrease in dues.



