6001 Bellona Avenue Baltimore, MD 21212
443-400-5103– vox and fax www.hathorassociates.com

ACTIVITY REPORT FOR SPOTLIGHTERS
Prepared 2 Nov 17

Based on the contracted Scope of Work, Hathor Associates' activities for Spotlighters in October, 2017 have included the following:

□ Hathor Associates continues development, activitiess for Spotlighters, with emphasis on fund raising activities to promote individual 2017 year-end giving. This work has included:

○ E-mail contribution ask to be sent from new MailChimp e-contact service on Tuesday, 7 Nov 17 with "did not open" follow-up e-mailing on Thursday, 9 Nov 17.

○ Preparation of traditional snail-mail solicitation for sending in November.

○ Beginning preparation of telephone follow-up solicitation materials for volunteer solicitors' use in early December.

○ We will continue to use MailChimp for 2017 year-end individual electronic solicitations.

□ Board Training. Hathor Associates conducted Board fund raising training on Tuesday, 17 Oct 17. In addition, we began Board self-assessment on that date with future work envisioned regarding Board governance activities.

□ Preparation for facilitating Strategic Initiative discussion at 6 Nov 17 Board meeting.

□ We continue to monitor and evaluate new RFP's as they are issued from the governments, private foundations, corporations as they are made public. Inquiries to agency, foundation and corporate program officers are made as appropriate.

□ Planning for local foundation November asks for 2017 giving.

□ Draft lease extension press release for Fuzz.

Current work-in-progress and other activities:

□ Work on Case Statement will be completed after 6 Nov 17 Board conclusions regarding strategic initiatives.

Recent grant decisions:

□ None

Currently pending applications:

□ None