

League Matters Campaign—A Success!!

Thanks to over 300 donors around the state, the League Matters Campaign went over our \$400,000 goal to reach a total of \$409,014 as of June 30, 2015. Our Board and Campaign Committee have been working hard to raise these funds since July of 2012 and we are gratified by the overwhelming support we received.

Some highlights of this Campaign include:

- 66% of the donors are members. The other 34% are former members and friends of the League.
- Donors came from areas represented by 41 local Leagues.
- The Campaign attracted 59 brand new donors.
- 36 donors made gifts of \$1,000 or more and 13 of those donors made gifts of \$5,000 or more.
- During the Campaign, members in Albany, Rochester, and Buffalo/Niagara opened their homes to have events promoting gifts to this special fundraising effort.
- Members of the LWV of Broome and Tioga Counties signed letters to current and former members asking them to join in giving to the League Matters Campaign.
- Three local Leagues made gifts starting with the LWV of Albany County. The Albany League challenged the state League to raise \$25,000 for the Campaign between 12/1/2014 and the League's birthday on 2/14/2015 in order to get an additional \$10,000 from them. This challenge was successfully met. The LWV of Buffalo/Niagara and the LWV of the Mid-Hudson Region were both motivated by the Albany County League's gift and they made gifts to the Campaign as well.
- A portion of the gifts to this Campaign was shared with local Leagues from the donors' areas for their educational initiatives.

The Campaign officially ended on June 30, 2015. And there was a Board match in place until that date—state League Board members banded together to match all Campaign gifts received from May 1, 2015 to June 30, 2015. This match helped us raise \$11,600 that was doubled by our Board members.

Thank you to all who invested in the future of the League of Women Voters of New York State Education Foundation!