

DOUGY PORTRAITS CENTER OF COURAGE

Making memories & remembering loved ones.

October 18, 2021 through November 18, 2021

Our annual event is being held as a month-long campaign to bring awareness to children and families who are grieving and involves weekly fundraising incentives, hosted microparties, and peer-to-peer challenges. Portraits of Courage is an ideal way for our supporters to learn about Dougy Center's work. With a kick-off on October 18, 2021, this campaign culminates with a virtual celebration on National Children's Grief Awareness Day, November 18, 2021.



2021 Portraits of Courage Sponsorship Levels	Presenting \$10,000	Supporting (Party) \$5,000	Patron \$2,500
Recognized as Portraits of Courage presented by <i>your name</i>	✓		
Pre-recorded 30-second video featured during campaign celebration	✓		
Recognition as Presenting Sponsor in all weekly updates	✓		
Digital ad included in National Children's Grief Awareness Day celebration	✓		
Logo on peer-to-peer fundraising platform	✓		
Invitation for 2 guests from your organization to attend a microparty	✓		
Logo on Microparty Host invitation & materials	✓	✓	
Featured on website & social media as Corporate Partner of the Month	✓	✓	
Spotlight in Dougy Center newsletter	✓	✓	✓
Corporate name in event press release	✓	✓	✓
Logo in Dougy Center newsletter	✓	✓	✓
Logo on social media post recognizing support	✓	✓	✓
Recognition in weekly update materials	LOGO	LOGO	NAME
Recognition in print & digital promotion	LOGO	LOGO	NAME
Recognition in National Children's Grief Awareness Day celebration & slideshow	LOGO	LOGO	NAME
Recognition in peer-to-peer direct mail & digital promotional materials	LOGO	LOGO	NAME
Recognition with link on Dougy Center website	LOGO	LOGO	NAME



Matching Challenge Sponsor

Be a champion for Dougy Center children and families, and leverage your support to inspire others to give to the Portraits of Courage campaign on National Children's Grief Awareness Day with your gift of \$1,000 or more. Contact Rebecca Sturges for more information.



Friday, May 6, 2022

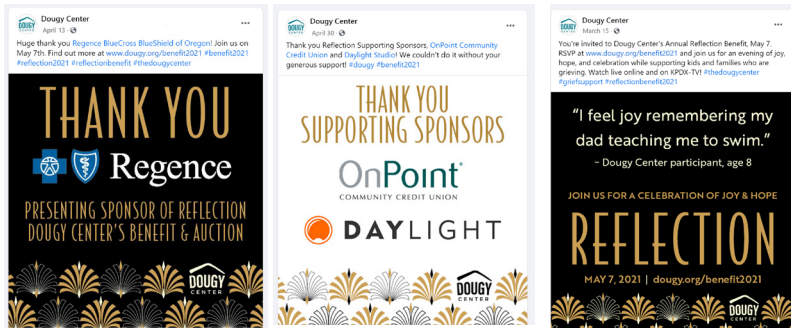
Join us as we celebrate Dougy Center's 40th Anniversary at Reflection. This annual gala has been Portland's signature event, raising funds to support children and families who are grieving. Each year, a diverse mix of individuals, corporations, and foundations come together to celebrate Dougy Center's impactful work. Our 40th Anniversary event will be live-streamed and held in-person at the Portland Art Museum. Reflection culminates with the live drawing for the winner of our 25th Annual Porsche Boxster raffle!

Reflection Benefit 40th Anniversary Celebration Sponsorship Levels	Presenting \$25,000	Supporting \$10,000	Benefactor \$5,000	Patron \$2,500
Recognized as Reflection Benefit presented by <i>your name</i>	✓			
Pre-recorded 30-second welcome message in event video	✓			
Recognition as Presenting Sponsor in all event communications	✓			
Full-page ad in event program	✓			
Spotlight in Dougy Center Newsletter	✓			
Reserved VIP table positioning at event with seating for 12 guests	✓			
Verbal recognition during event	✓	✓		
Dedicated social media post recognizing support	✓	✓		
Featured on website & social media as Corporate Partner of the Month	✓	✓		
Recognition in social media post	✓	✓	✓	✓
Reserved table at event with seating for 6 guests		✓	✓	✓
Half-page ad in event program		✓	✓	✓
Recognition in event program	LOGO	LOGO	LOGO	✓
Corporate name in event press releases	✓	✓	✓	✓
Recognition on event invitation & printed materials	LOGO	LOGO	LOGO	NAME
Recognition on digital event materials	LOGO	LOGO	LOGO	NAME
Recognition in event slideshow	LOGO	LOGO	LOGO	NAME
Recognition on live-stream landing page	LOGO	LOGO	LOGO	NAME
Recognition with link on Dougy Center website	LOGO	LOGO	LOGO	NAME
Recognition in Dougy Center Newsletter	LOGO	LOGO	LOGO	NAME



2021 Reflection Benefit Recap

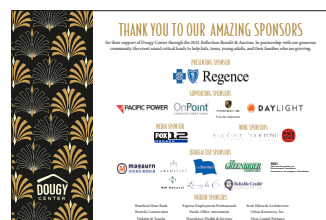
SOCIAL MEDIA



115,993 people were reached through 101 posts on Facebook, Instagram, Twitter, and LinkedIn.

DIRECT MAIL

Reflection Benefit invitations were sent to 4,175 households. Dougy Center's direct mail newsletter went to 4,228 households. In addition, 106 branded charcuterie boxes were hand-delivered just prior to the event.



PRINT

Two half-page ads were featured in the *Portland Business Journal*, with a total circulation of 20,000.

WEBSITE

The Reflection Benefit received more than 42,000 page views on dougy.org from February through May. Additionally, 614 people watched the event virtually through the Reflection Benefit website.

BROADCAST



photo by Andrea Lonas

Through a generous partnership with Fox 12 Oregon, the Reflection Benefit aired live on Fox 12+. With additional news stories, public service announcements, and on-air mentions, the event generated nearly 400,000 total impressions.

EMAILS & E-NEWSLETTERS



Eleven emails and three monthly e-newsletters were sent from February to May, with a total circulation of 132,840.