



**SULGRAVE**  
**MANOR & GARDEN**

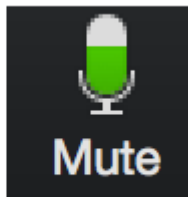
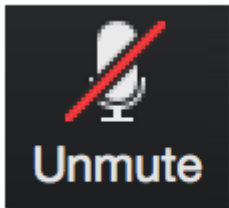
GEORGE WASHINGTON'S ANCESTRAL HOME

# Friends of Sulgrave Manor 2020 Associate Trustees Meeting



# Zoom Hints!

- If you are speaking, please state your name
- If you are not speaking, make sure you are on mute
- If you have a question, use the chat function
- We are going to keep everyone on mute until our open discussion. If in the interim you need to vote or have discussion, unmute yourself using one of the following two methods:



Mute button, press to mute and unmute

Audio is muted

Audio is not muted



Press and hold spacebar to unmute, release to re-mute

# Associate Trustee Meeting Agenda



- Call to Order Caroline Goedhart, Vice-President
- Welcome new ATs Caroline Goedhart, Vice-President
- Ice Breaker Caroline Goedhart, Vice-President
- Review of AT Handbook Jean Zerges, Assistant Treasurer
- Solicitation Process Jean Zerges, Assistant Treasurer
- Donation Recap Elaine Blaylock, Treasurer
- Communications Caroline Goedhart, Vice-President
- Merchandise Material Caroline Goedhart, Vice-President
- Open Discussion Facilitated by Muffy Stuart



# Welcome to our New Associate Trustees

- Mrs. Bryan V. Goodwin (Sara), AR
- Mrs. Christopher Brame Harmon (Helen), AL
- Mrs. George Forrest Pragoff (Page), DE
- Mrs. Robert Singelton Miller (Barbara), GA
- Elizabeth Winterbone, KS
- Elizabeth Brewster Robinson (Beth), MA
- Mrs. Douglas McKay III (Pat), SC
- Colleen Winchell, WY

# ice BREAKER

Name

Corporate Society

First Dames Job



# Review of AT Handbook

Jean Zerges, Assistant Treasurer

Website: [www.sulgravemanor.us/](http://www.sulgravemanor.us/)

User name: fsm, Password: george

# Associate Trustee Major Duties

- I. To raise funds annually from individual Dames, their Corporate Societies and from non-Dames and foundations interested in historic preservation and to acknowledge these gifts;
- II. To promote Sulgrave Manor trips;
- III. To market Sulgrave Manor products;
- IV. To report on news from Sulgrave Manor periodically at state and town committee meetings and to generally “sell” Sulgrave Manor at every appropriate opportunity;
- V. To distribute Sulgrave information to the President of her Society and/or representatives of town committees;
- VI. To attend Annual Meetings of Friends of Sulgrave Manor.

# Solicitation Process

## What we provide you

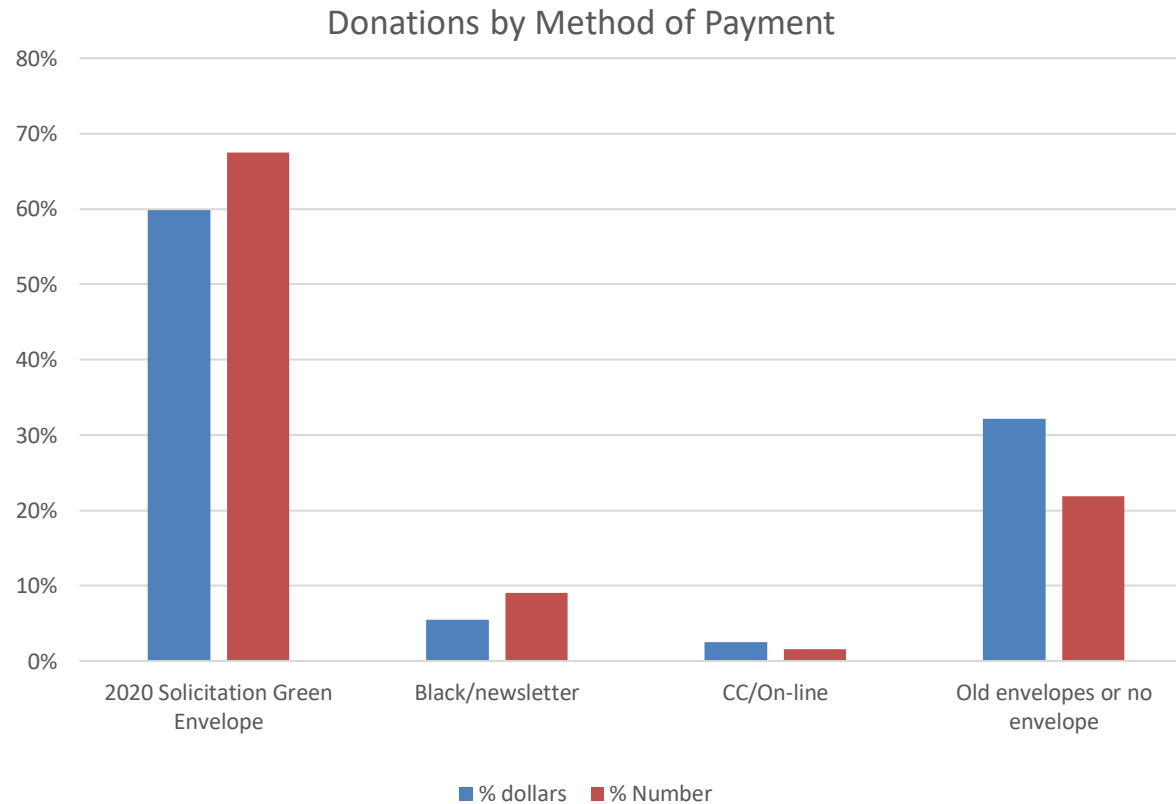
- A blank letterhead as well as a solicitation letter via e-mail
- Remittance envelope (number of envelopes based on the number of members in your Society **not including Courtesy members who are solicited by their own State Society**)
- Pre-printed gift recognition cards with envelopes, to be sent between January 6-10, 2020. If you need supplies earlier, please contact Jean
- Follow-up up text to go in an email in the spring

## What you are responsible for

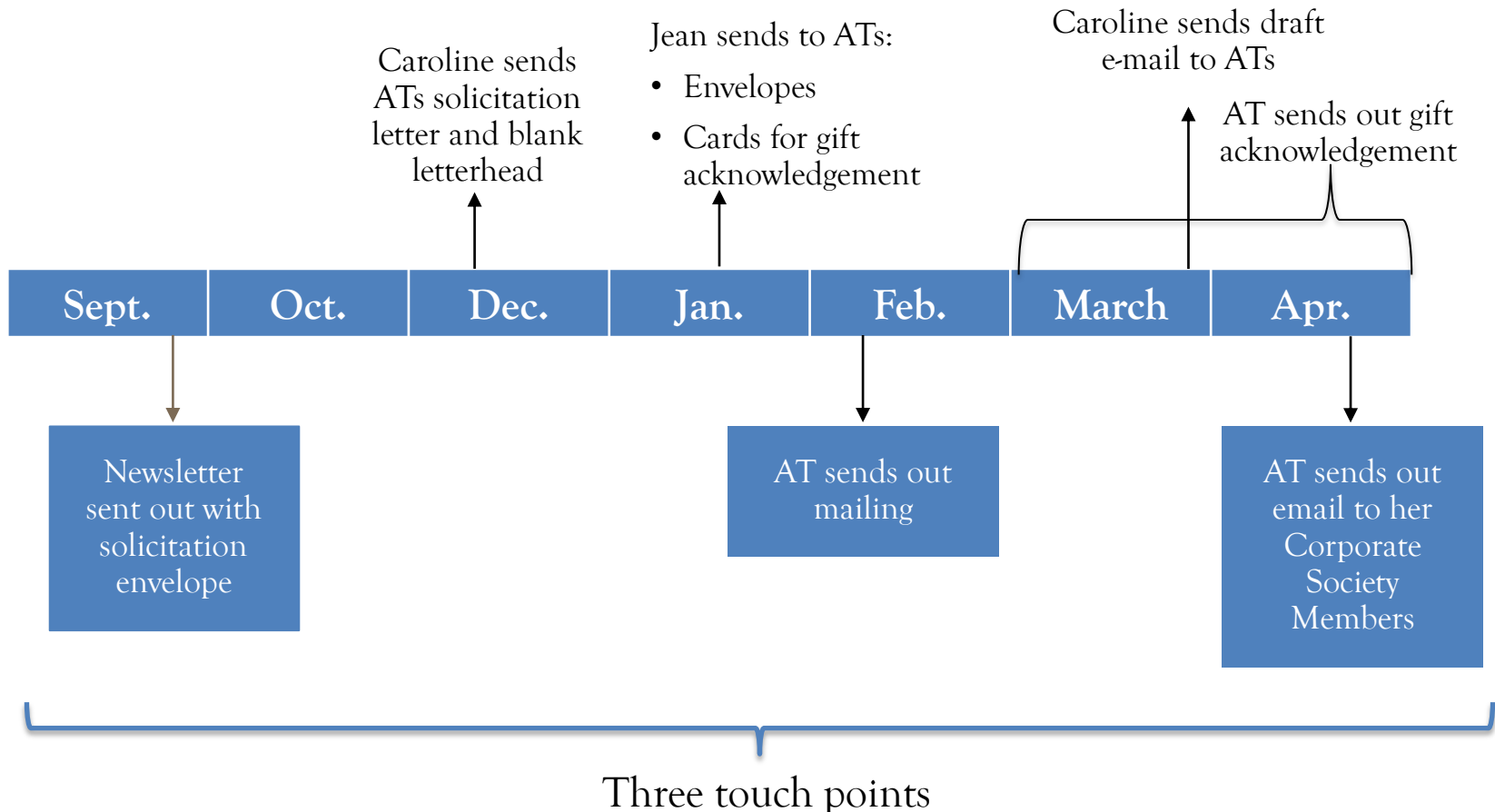
- Making copies of the solicitation letter for all members of your Society
- Writing your state in abbreviation on the back of the provided pre-printed return envelopes
- #10 mailing envelopes and mailing labels if you choose labels over hand written addresses for the solicitation
- Sending out mailings in February around George's birthday (February 22)
- Writing thank-you cards to acknowledge the gifts
- Sending out the email we provide in the spring



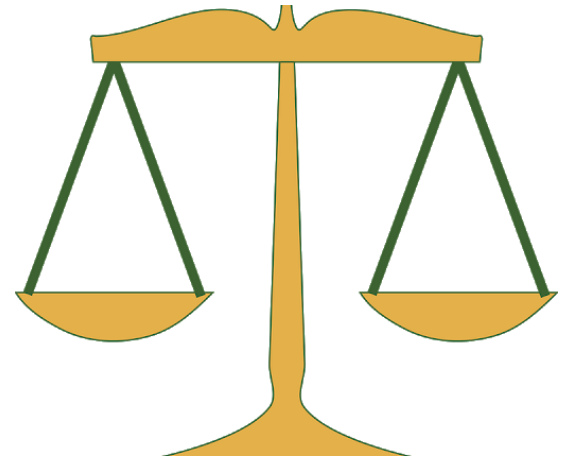
# 2020-2021 Solicitation Process



# 2020-2021 Solicitation Process



# Centralized Mailings



- Will we make or lose donations if we outsource Feb. mailing

If we outsource mailing, will the AT role be robust enough

# Donation Recap

- Donations by State for the last 3 years
- Review of issues with funds received
- Report on fundraising results for 2019-2020



# Finance/Donations

- Preference that all checks be made out directly to FSM rather than to have a Town Committee or Society accumulate a number of donations and mail one check.
- The Treasurer will try to send out donation reports at the Calendar Year End, at the end of March, in July, and then at Fiscal Year End August 31<sup>st</sup>.
- Handwritten credit card numbers on solicitation envelopes are often hard to read and the Treasurer may contact an AT to follow up with the donor if she cannot contact the donor personally for clarification.
- If someone wants to contribute their annual required minimum distribution from their IRA, donate stock or provide a living legacy, they should contact Dora Rogers.

Please contact Dora Rogers, the FSM Treasurer at 610-745-9776 (c) or [rogquog@aol.com](mailto:rogquog@aol.com) with any questions or concerns.

# Year over Year Comparison

FSM Donations for 16-17		
AL	\$ 15,300.00	226
AR	\$ 2,250.00	16
AZ	\$ 1,150.00	22
CA	\$ 3,805.00	37
CO	\$ 1,250.00	14
CT	\$ 2,160.00	25
DC	\$ 6,110.00	53
DE	\$ 6,065.00	43
FL	\$ 11,935.75	61
GA	\$ 13,515.00	267
HI	\$ 275.00	9
IA	\$ 300.00	1
IL	\$ 2,075.00	18
IN	\$ 1,195.00	25
KS	\$ 625.00	4
KY	\$ 13,520.00	60
LA	\$ 550.00	4
MA	\$ 2,400.00	24
MD	\$ 2,505.00	33
ME	\$ 2,065.00	17
MI	\$ 1,200.00	6
MN	\$ 750.00	2
MO	\$ 11,540.00	20
MS	\$ 2,171.00	14
NC	\$ 6,653.42	121
NE	\$ 895.00	18
NH	\$ 970.00	15
NJ	\$ 1,935.00	31
NV	\$ -	0
NY	\$ 8,630.30	29
OH	\$ 2,800.00	25
OK	\$ 1,155.00	9
OR	\$ 8,220.00	71
PA	\$ 4,575.00	34
private	\$ 15,150.00	
RI	\$ 1,105.00	23
SC	\$ 4,880.00	85
TN	\$ 4,060.00	50
TX	\$ 14,935.00	80
VA	\$ 5,080.00	81
VT	\$ -	0
WA	\$ 4,175.00	50
WI	\$ 2,665.00	11
WV	\$ 3,385.00	36
WY	\$ 200.00	1
Special Gifts	\$ 25,000.00	1
<b>Total</b>	<b>\$ 221,180.47</b>	<b>1772</b>

FSM Donations for 17-18		
AL	\$ 9,480.00	157
AR	\$ 2,175.00	14
AZ	\$ 475.00	11
CA	\$ 7,550.00	13
CO	\$ 965.00	30
CT	\$ 1,750.00	24
DC	\$ 5,440.00	60
DE	\$ 8,244.00	61
FL	\$ 10,809.66	47
GA	\$ 13,389.00	203
HI	\$ 485.00	10
IA	\$ 500.00	3
IL	\$ 2,300.00	25
IN	\$ 1,780.00	29
KS	\$ 500.00	1
KY	\$ 3,575.00	60
LA	\$ 3,615.51	49
MA	\$ 3,200.00	27
MD	\$ 1,125.00	15
ME	\$ 850.00	15
MI	\$ 2,515.00	35
MN	\$ 2,400.00	23
MO	\$ 1,870.00	19
MS	\$ 853.00	8
NC	\$ 4,509.10	56
NE	\$ 860.00	14
NH	\$ 1,170.00	14
NJ	\$ 3,265.00	25
NV	\$ -	0
NY	\$ 7,553.34	11
OH	\$ 1,750.00	22
OK	\$ 820.00	8
OR	\$ 4,485.00	47
PA	\$ 8,850.00	33
private	\$ 10,450.00	5
RI	\$ 610.00	13
SC	\$ 4,319.00	86
TN	\$ 3,095.00	28
TX	\$ 16,645.00	64
VA	\$ 10,160.00	61
VT	\$ -	0
WA	\$ 3,460.00	37
WI	\$ 3,246.00	9
WV	\$ 2,885.00	29
WY	\$ 350.00	2
Special Gifts	\$ 75,077.85	3
<b>Total</b>	<b>\$ 249,406.46</b>	<b>1506</b>

FSM Donations for 18-19		
AL	\$ 11,905.00	148
AR	\$ 2,125.00	16
AZ	\$ 815.00	16
CA	\$ 1,620.00	7
CO	\$ 1,553.00	16
CT	\$ 1,600.00	25
DC	\$ 6,565.00	64
DE	\$ 5,867.79	45
FL	\$ 6,145.00	49
GA	\$ 13,582.00	209
HI	\$ 1,460.00	8
IA	\$ -	0
IL	\$ 5,300.00	23
IN	\$ 1,525.00	25
KS	\$ 775.00	6
KY	\$ 4,585.00	64
LA	\$ 3,066.00	42
MA	\$ 3,130.00	28
MD	\$ 1,775.00	22
ME	\$ 1,995.00	16
MI	\$ 3,650.00	30
MN	\$ 2,385.00	20
MO	\$ 1,110.00	9
MS	\$ 375.00	6
NC	\$ 3,355.00	
NE	\$ 810.00	14
NH	\$ 2,420.00	20
NJ	\$ 1,850.00	25
NV	\$ -	0
NY	\$ 13,177.68	22
OH	\$ 1,825.00	24
OK	\$ 2,310.00	15
OR	\$ 3,430.00	40
PA	\$ 10,475.00	35
private	\$ 500.00	1
RI	\$ 1,050.00	18
SC	\$ 6,260.00	103
TN	\$ 2,745.00	38
TX	\$ 9,070.00	63
VA	\$ 10,300.00	74
VT	\$ 335.00	6
WA	\$ 5,825.00	52
WI	\$ 2,550.00	11
WV	\$ 4,220.00	39
WY	\$ 250.00	2
Special Gifts	\$ 27,187.50	2
<b>Total</b>	<b>\$ 192,853.97</b>	<b>1498</b>

FSM Donations for 19-20		
AL	\$ 13,400.54	162
AR	\$ 3,845.00	15
AZ	\$ 1,420.00	19
CA	\$ 6,240.00	44
CO	\$ 1,770.00	39
CT	\$ 4,275.00	65
DC	\$ 11,818.00	60
DE	\$ 7,067.00	66
FL	\$ 7,440.00	76
GA	\$ 14,066.00	300
HI	\$ 780.00	16
IA	\$ 1,445.00	13
IL	\$ 1,730.00	18
IN	\$ 2,215.00	27
KS	\$ 100.00	3
KY	\$ 8,472.00	76
LA	\$ 4,464.00	46
MA	\$ 3,485.00	27
MD	\$ 1,730.00	20
ME	\$ 575.00	10
MI	\$ 8,794.94	33
MN	\$ 3,505.00	41
MO	\$ 1,550.00	9
MS	\$ 2,010.00	13
NC	\$ 3,240.00	35
NE	\$ 1,740.00	13
NH	\$ 3,360.00	24
NJ	\$ 2,015.00	23
NV	\$ -	0
NY	\$ 5,170.00	25
OH	\$ 1,885.00	25
OK	\$ 2,530.00	13
OR	\$ 2,875.00	36
PA	\$ 22,495.00	40
private	\$ 2,750.00	4
RI	\$ 720.00	13
SC	\$ 4,995.00	95
TN	\$ 4,110.00	38
TX	\$ 19,760.00	79
VA	\$ 17,700.00	89
VT	\$ 375.00	6
WA	\$ 7,620.00	60
WI	\$ 3,225.00	9
WV	\$ 3,895.00	38
WY	\$ 850.00	7
Special Gifts	\$ -	0
<b>Total</b>	<b>\$ 223,507.48</b>	<b>1870</b>

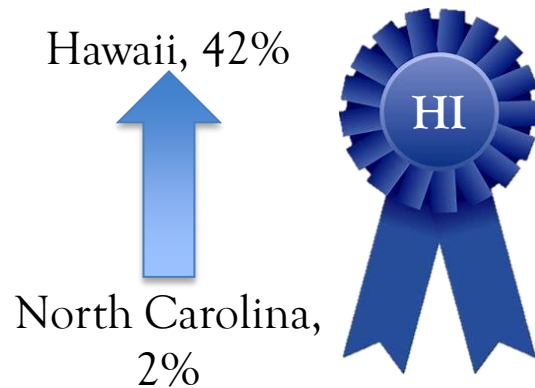
Donations –  
highest to  
lowest by total  
donations and  
number of  
donations

FSM Donations for 19-20		
PA	\$ 22,495.00	40
TX	\$ 19,760.00	79
VA	\$ 17,700.00	89
GA	\$ 14,066.00	300
AL	\$ 13,400.54	162
DC	\$ 11,818.00	60
MI	\$ 8,794.94	33
KY	\$ 8,472.00	76
WA	\$ 7,620.00	60
FL	\$ 7,440.00	76
DE	\$ 7,067.00	66
CA	\$ 6,240.00	44
NY	\$ 5,170.00	25
SC	\$ 4,995.00	95
LA	\$ 4,464.00	46
CT	\$ 4,275.00	65
TN	\$ 4,110.00	38
WV	\$ 3,895.00	38
AR	\$ 3,845.00	15
MN	\$ 3,505.00	41
MA	\$ 3,485.00	27
NH	\$ 3,360.00	24
NC	\$ 3,240.00	35
WI	\$ 3,225.00	9
OR	\$ 2,875.00	36
private	\$ 2,750.00	4
OK	\$ 2,530.00	13
IN	\$ 2,215.00	27
NJ	\$ 2,015.00	23
MS	\$ 2,010.00	13
OH	\$ 1,885.00	25
CO	\$ 1,770.00	39
NE	\$ 1,740.00	13
IL	\$ 1,730.00	18
MD	\$ 1,730.00	20
MO	\$ 1,550.00	9
IA	\$ 1,445.00	13
AZ	\$ 1,420.00	19
WY	\$ 850.00	7
HI	\$ 780.00	16
RI	\$ 720.00	13
ME	\$ 575.00	10
VT	\$ 375.00	6
KS	\$ 100.00	3
NV	\$ -	0
Special Gifts	\$ -	0
<b>Total</b>	<b>\$ 223,507.48</b>	

FSM Donations for 19-20		
GA	\$ 14,066.00	300
AL	\$ 13,400.54	162
SC	\$ 4,995.00	95
VA	\$ 17,700.00	89
TX	\$ 19,760.00	79
KY	\$ 8,472.00	76
FL	\$ 7,440.00	76
DE	\$ 7,067.00	66
CT	\$ 4,275.00	65
DC	\$ 11,818.00	60
WA	\$ 7,620.00	60
LA	\$ 4,464.00	46
CA	\$ 6,240.00	44
MN	\$ 3,505.00	41
PA	\$ 22,495.00	40
CO	\$ 1,770.00	39
TN	\$ 4,110.00	38
WV	\$ 3,895.00	38
OR	\$ 2,875.00	36
NC	\$ 3,240.00	35
MI	\$ 8,794.94	33
MA	\$ 3,485.00	27
IN	\$ 2,215.00	27
NY	\$ 5,170.00	25
OH	\$ 1,885.00	25
NH	\$ 3,360.00	24
NJ	\$ 2,015.00	23
MD	\$ 1,730.00	20
AZ	\$ 1,420.00	19
IL	\$ 1,730.00	18
HI	\$ 780.00	16
AR	\$ 3,845.00	15
OK	\$ 2,530.00	13
MS	\$ 2,010.00	13
NE	\$ 1,740.00	13
IA	\$ 1,445.00	13
RI	\$ 720.00	13
ME	\$ 575.00	10
WI	\$ 3,225.00	9
MO	\$ 1,550.00	9
WY	\$ 850.00	7
VT	\$ 375.00	6
private	\$ 2,750.00	4
KS	\$ 100.00	3
NV	\$ -	0
Special Gifts	\$ -	0
<b>Total</b>	<b>\$ 223,507.48</b>	

# Donation Recap, 2019/2020

## Percent of Corporate Society that Donated



## Average Donation



## Total Donations by State



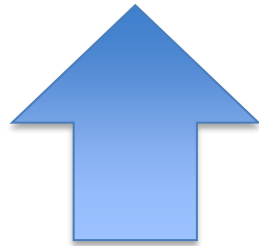
Note: Does not include GW Exhibit donations



# 2-year Comparison Recap

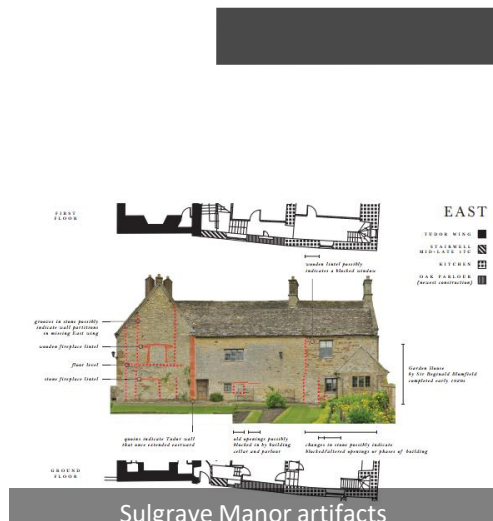
2018-2019 vs. 2019-2020

- California – 529% increase in donors (7 to 44 donors, 385% increase in donations)




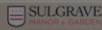

- Kansas – 12% increase in donations (50% decrease in donors)
- ME – 28% decrease in donations (38% decrease in donors)

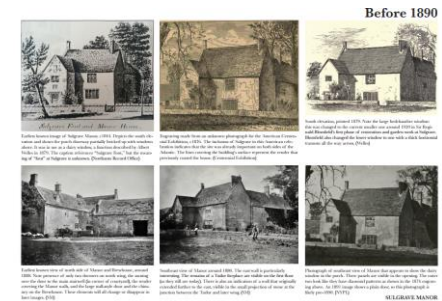




**Friends of Sulgrave Manor**  
**NSCDA in the State of Georgia**

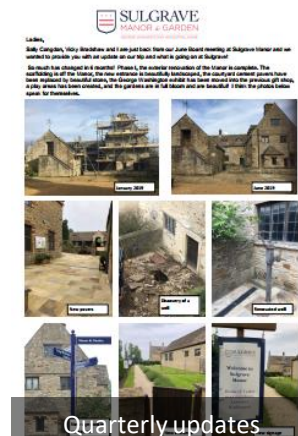
  
 2017-2018  
 203 Donors  
 12.8% Participation (based on 1590 members as of 6/2018)  
 Total Donations 2017-2018: \$13,389  
 Thank You for your Generosity!



 Annually updated presentation. 1891



# Communication

Goal is to provide resources needed by the ATs to effectively communicate with their Corporate Society Members



**Friends of**  
**SULGRAVE**  
**MANOR & GARDEN**  
GEORGE WASHINGTON'S ANCESTRAL HOME

Fall 2019 - Volume 19, No 1

Dear Friends,

Many thanks to each of you for your contribution over the past year to help support George Washington's ancestral home in England. We are deeply grateful to those of you, both regular donors and those who support our special activities, who have made the past fundraising year so successful.

Friends of Sulgrave Manor Trust welcomed a new Chairman, Dr. Nigel Davies, in January 2019. Caroline, Vicki and I had the opportunity to meet Nigel at the January and June Sulgrave Manor Board meetings and are delighted to have such an accomplished leader at Sulgrave Manor about Nigel later in this newsletter.

Thanks to your contributions, the last work of Sulgrave's professional staff and the leadership of CEO, Alison Ray, the outside of Sulgrave Manor is in excellent condition. Previously funded by a large grant from the Friends, Phase 1 restoration work included repointing masonry, installing a new entrance and repaving of the courtyard. The project was done thanks to the professional staff and a team of volunteers. New children's programs have been created.

Phase 2 work, which covers ground excavation, electrical work and glass pane removal, is funded by the NSCDA through the Sulgrave Manor Fund for the Future. Work is scheduled to begin in October 2019 with completion by May 2020.

By the time of the centennial of the opening of Sulgrave Manor to the public, which occurs in 2021, the Manor will be in much better condition inside and out. Please join us for a special trip and Dinner in May of 2021.

To mark that celebration, a new George Washington exhibit is being developed. A space dedicated to showing the story of George Washington's life, including fascinating objects from the collection, will invite audiences to reflect on how his experiences and decisions resonate in our lives today. Initial funding has been provided by the U.S. Heritage Lottery Fund and the Friends are being asked to raise additional funds to make this a reality. Vicki Bradshaw is leading that effort and her detailed article is included in this newsletter.

Caroline and I and the rest of the Trustees send our deep gratitude for your generosity.

With very best wishes to all of you from us both.


  
 Sally Croft  
 President, Friends of Sulgrave Manor  
 NSCDA Liaison Representative  
 Caroline  
 Caroline Goodwin  
 President, Friends of Sulgrave Manor  
 NSCDA Liaison Representative  
 Sulgrave Manor Trust

**Newsletter**

# Report on Merchandise

Year	Sales	Expenses	Net Profit	Notes
2016/2017	\$4039	\$659	\$3380	
2017-2018	\$24,482	\$25,595	\$1113	1 <sup>st</sup> year of the new scarf
2018-2019	\$13,729	\$2806	\$10,923	Jane Waring paid \$750 towards the cost of the playing cards
2019-2020	\$9231	\$2198	\$7033	Expenses for masks in 19-20, revenue will be 20-21

Notes:

- Approximately 8% of sales are from ATs
- Costs in the past have not included postage to send product to ATs or final customer

- Several new products are under consideration
- Produced the new face masks
- Sale process is working well!

# Review of products

Product	# Available	Unit Price
Sulgrave Rectangular Scarf		
Red or		
Blue	Red 10 Blue 7	\$65
Sulgrave Square Scarf		
Red or		
Blue	Red 41 Blue 38	<b>BOTH ON SALE \$40</b>
Sulgrave Garden Scarf		
	24	\$110
Sulgrave Long Tie		
	17	\$45
Playing cards		
	157	\$18
Soaps - please specify design: Crest or Dragon Fly (Price is per bar of soap)		
	Crest 21 Dragonfly 9	\$9
Masks		
	23	\$10
Pin		
	13	\$55
Tote bags		
	27	\$5

Product	# Available	Unit Price
Paperweight	2	\$20
Notecard/envelope (Pack of 5)	46	\$5
Set of 2 Thirsty Stone Coasters <b>DESIGN NOT YET APPROVED, BUT WE ARE GAUGING INTEREST</b>	TBD	TBD
Die Cut Ornament/ Key Fob (3")		
	TBD	TBD
Adjustable Dog Collars		
Small 9"- 14" Medium 12"-20" Large 18"-20"	TBD	TBD
Needlepoint kit Price TBD		
	TBD	TBD

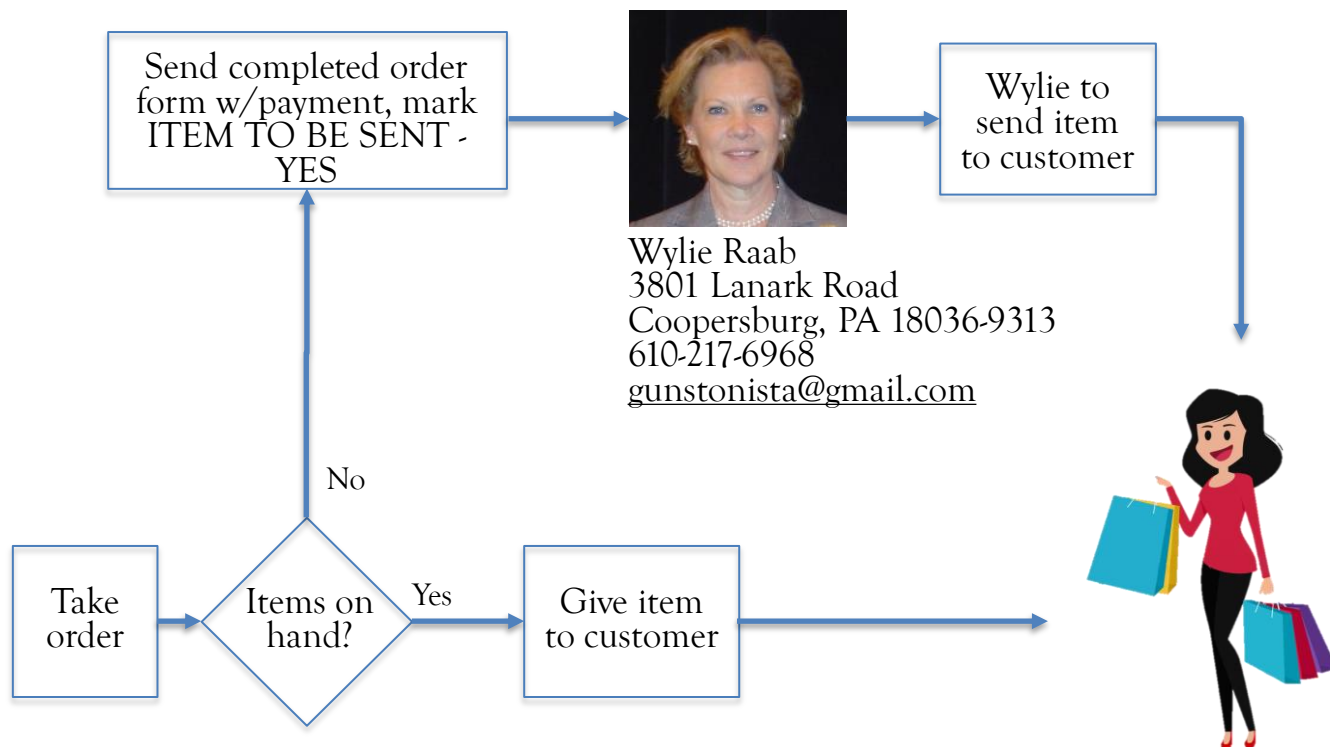
# Process for Ordering Merchandise

Friends of Sulgrave Manor Merchandise Order Form

Product	Quantity	Unit Price	Total
Sulgrave Bunting Set 1			
Red		\$25	
Blue		\$25	
White		\$25	
Sulgrave Square Card			
Red		\$20	
Blue		\$20	
Sulgrave Long Tie		\$15	
Sulgrave Bow Tie			
Sulgrave Mouse Card			
Mouse w/eggs		\$25	
Playing cards		\$15	
Mouse - please specify design (Red, Blue, or White) (Price is per set of 40)		\$5	
Mouse cards, package of 4		\$5	
Yule logs		\$5	
Other items, please list:			
TOTAL			\$150

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY/STATE/ZIP \_\_\_\_\_  
 PHONE ( ) \_\_\_\_\_  
 E-MAIL \_\_\_\_\_  
 PAYMENT METHOD \_\_\_\_\_  
 NAME OF PERSON TO SEND TO \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY/STATE/ZIP \_\_\_\_\_  
 PHONE ( ) \_\_\_\_\_  
 E-MAIL \_\_\_\_\_

New order form -  
 available from Wylie  
 Raab or through the  
 website:  
[www.sulgravemanor.us/](http://www.sulgravemanor.us/)



# Open Discussion

- Was the AT webinar helpful?
- Feedback on mentoring program in 2019
- What events if any did you have for FSM in your state in 2019?
- Make sure to mail in your conflict of interest forms to Jean Zerges.
- We look so forward to all being together in 2021 for the next meeting. Please let us know if there is anything we should be helping you with in order to make your job easier and if there is any knowledge you seek in order to make an impact in your state?



AT Webinar



Mentoring Program



Special Events





- Old or Unfinished Business
- New Business
- Announcements
- Adjournment
- Next Meeting: October 18-20, 2021 Ritz Carlton St Louis MO

*The Trustees of Sulgrave Manor cordially invite you to a*



#### VIRTUAL GARDEN COCKTAIL PARTY

*Celebrating the Sulgrave Manor Gardens*

*Dress for the occasion or come as you are  
as you enjoy social time with friends. Log on at 5:15 pm EDT, and join in a  
toast to the occasion and some George Washington Trivia, perhaps with a  
glass of...*



*Wine*



*Grog*



*Stone Fence*



# Schedule for Tuesday, October 13th

## Sulgrave Manor Virtual Tour and Q&A with Nigel Bowles, Chairman, and Alison Ray, CEO

Pacific: 8:00 a.m. – 9:00 a.m.  
Mountain: 9:00 a.m. – 10:00 a.m.  
Central: 10:00 a.m. – 11:00 a.m.  
Eastern: 11:00 a.m. – Noon



## Joint Meeting of Trustees, Honorary Presidents, Emeritus Trustees and Associate Trustees

Pacific: 9:00 a.m. - Noon  
Mountain: 10:00 a.m. – 1:00 p.m.  
Central: 11:00 a.m. – 2:00 p.m.  
Eastern: Noon – 3:00 p.m.





# End of Presentation

*The Trustees of Sulgrave Manor cordially invite you to a*



### VIRTUAL GARDEN COCKTAIL PARTY

*Celebrating the Sulgrave Manor Gardens  
Dress for the occasion or come as you are  
as you enjoy social time with friends and join in a toast to the occasion and  
some George Washington Trivia, perhaps with a glass of...*



*Wine*



*Grog*



*Stone Fence*