

King County Combined Fund Drive Steering Committee Agenda

University of Washington
UW Tower 4333 Brooklyn Ave NE, Seattle WA 98195
Tuesday, June, 3 2014 Ballard Conference Room – T 22
9:00 a.m. – 10:30 a.m.

In Attendance: Miriam Castro (UWCFD), Kerri Everly (UWCFD), Brianne Kegley (Committee Chair, UW Patient Financial Services), Curtis Bronson (WSDOT, Alaskan Way Viaduct Replacement Program), Jeanne Lenz, (Employment Security Division, and Philip Kerrigan (CFD State Office).

Action Items:

Philip will look into ordering extra CFD jerseys for King County to sell during their events.

Jeanne has a wage conversion table that she will send to Miriam that might make the Give One hour per month calculation easier for attendees.

Kerri will look into a photo printer to use for events.

Action Items Completed (prior month):

Miriam will send the committee members a document with all of the important upcoming dates for easy reference and for use for procurement. Miriam emailed and printed this list for all members.

Miriam will follow up with Chris Cote from the United Way of Snohomish County to confirm training possibilities. We are confirmed for August 21 to deliver the Snohomish County training.

Miriam will let Kerri know what supplies we may need such as ribbons etc. Kerri and Miriam ordered supplies.

Annya has agreed to be the point person for coordinating our kick off activities with the King County Employees Giving Campaign. Kerri will connect with Junelle and make the introduction. Kerri reports that Junelle is interested in partnering with us and has made the introduction.

Leslie will introduce Kerri to a potential t-shirt sponsor. Kerri followed up with this lead and reports that we have a shirt sponsor!

Leadership Breakfast Recap: A survey was sent to the leadership breakfast attendees, some committee members that were present did not see the email, Kerri will forward to them.

Philip reports that the feedback he has received was positive. The food was great and the speakers were inspiring. Next year will plan to hold the event in a larger space as attendance continues to grow. A couple of years ago the event was held at the Labor & Industries building which was a nice space and larger.

Improvements include: improved check in process, two video display screens, preprinted name tags as some attendees weren't sure what title to use.

Note: The UWCFD Events Committee was not mentioned during the committee introduction part of the program.

Philip and team had a lot of comments and interest in the CFD jerseys and is planning to sell them as a fundraiser across the state. Philip will look into ordering extra CFD jerseys for King County to sell during their events.

Subcommittee Updates:

Training: Miriam gave an update on training progress. Training will focus on a couple of main points: inviting charity speakers into staff meetings and looking at the participation rates of individual agencies. Will also promote the Give One concept and will emphasize giving one hour of pay per month. Jeanne has a wage conversion table that she will send to Miriam that might make the Give One hour per month calculation easier for attendees.

Procurement: Jeanne submitted letters to Safeway for donations, will continue to work on procurement.

Campaign Kickoff: Brianne will send an email to our campaign kickoff committee to cue them up for this year's planning. Curtis offered to wear his pirate garb for this event and the more we talked, we thought that his offer would be better suited for the recognition event. We discussed a pirate theme and the possibilities of having the event near water such as the Center for Wooden Boats or the Seattle Yacht club. Curtis also has a backdrop he offered for a photo booth. Kerri will look into a photo printer to use for events.

Budget: Kerri went through the budget, noted the expenses paid for the new ribbons for the recognition event. Discussed buying candy for this year's training. We will need at least four different kinds of candy to correspond to the four different questions that will be asked during the icebreaker.

State Report:

Marketing Report

- The "Soup" video will be ready in August. Also working on a secondary charity focused video.
- Coordinators will have a variety of Give One and a 30th Anniversary poster to choose from as well as two different sizes. The marketing brochure will include the Give One message and will include charity impact statements as well.
- Will planning to provide King County with its own materials for distribution at coordinator training. Will exclude King County volunteers in the materials ordering email messages. Miriam will include a message about materials in training registration emails to the volunteers.

- Jeanne mentioned wanting to go in on the t-shirt order as her office is planning on a baseball game.
- Severed ties with Capitol City Press and are currently receiving bids for the campaign print job.
- Campaign Leader training is on June 12,18 and 19 in Thurston County.
- Building interactive web pages for volunteers to view at any time for those that are not able to leave their work space for training or missed training. Will send the web based training link after trainings have been completed.

Volunteer & Outreach Status Report

- Miriam will email Philip for the Snohomish County volunteer list for our outreach for training and a possible committee partnership.
- Continuing to recruit campaign leaders and campaign coordinators. The committee reminded Philip to please capture the names and contact information of supervisors for committee outreach.

Development Report

- Secured a \$2,500 sponsorship from UWMC and WSECU and a \$10,000 from Twin Star. Currently reaching out to AFLAC and Liberty Mutual.

Overall Campaign Report & Updates

- Planning a 30th Birthday party for the CFD in late July. The event will be held at the Capitol, there will be drinks, a live auction and are making arrangements to possible have the Lombardi trophy!

Member Check in:

Curtis: Curtis will not be here for the July meeting as he will be celebrating his wedding on June 21! Also, reported that his soon to be daughter in law is expecting and due in December!

Jeanne: Reported that she is still figuring out her role within the CFD this year. She is not going to be working with Michelle again as previously thought. Also, dealing with layoffs in her office.

Next Meeting: Coordinator training practice run! July 1, 2014, 9:00 AM - 10:30 AM Ballard Conference Room – 22nd floor.