**King County CFD Steering Committee Minutes – Annual Meeting**

University of Washington Tower – T22 Conference Room

4333 Brooklyn Ave NE, Seattle WA, 98195

March 4, 2014, 9:00 a.m. – 10:30 a.m.

**In Attendance:** Miriam Castro (UWCFD Staff), Kerri Everly (UWCFD Staff), Dawn Sanquist (CFD State Office Staff), Brianne Kegley (Committee Chair, UW Patient Financial Services), Mike Morris (DSHS), Liz Jackson, Attorney General’s Office, Seattle), Curtis Bronson (WSDOT, Alaskan Way Viaduct Replacement Program), Robert Hanson, (Feed the World), Alex Stone, (Summit Assistance Dogs)

**Introductions:** The committee welcomed the following new members to the committee: Annya Ritchie, (Office of the Attorney General), Annabelle Allen (UW Admissions), Cy Delgado (UW Admissions), Jeanne Lenz, (Employment Security Department). Welcome!

**Goals:** Brianne reviewed the goals of the committee: increase committee involvement through the newly formed subcommittees, diversity and explore a partnership with Snohomish County.

Brianne reviewed the committee description and expectations and discussed the subcommittee roles and duties. Committee members signed up for subcommittees they were interested in working on for the coming campaign. Miriam will email subcommittee assignments and updated roster to the group.

We will approach committee diversity as a committee task rather than a separate subcommittee. We discussed recruiting volunteers from agencies with lower participation as a potential recruitment strategy. Brianne will request a copy of the campaign leader list and participation rates from the CFD state office for review.

It was suggested that the CFD state office start an incentive program. The Combined Federal Campaign has a program where donors can give a percentage of their pay each month. The percentages are tiered which helps to make it possible for everyone. The UWCFD also has a donor incentive program, where donors can give at a certain amount each month to be a part of the Leadership Giving Circle. The UWCFD has seen increases in giving each year as a result of this strategy. We would like to discuss a potential donor incentive program with the CFD state office.

**Recognition Event Recap:** Enjoyed the Bingo mingling activity, liked the room layout, could hear and see the program from anywhere in the room. Noticed that the food was delayed and it was also not labeled, so it was difficult to tell what was in the dishes. Overall the program was great and the food was good.

**Budget:** Still under budget for the year and have $373.23 left in the budget. The biggest expense to note is the recognition event. The State office provided assistance for awards this year, which would have put us over budget as we didn’t have a campaign t-shirt sponsor that usually covers the cost of the shirts. We will request more funds be put into our budget for the coming campaign. Robert said that he had some ideas to share for sponsorships in King County.

**State Report:**

* Philip is out of the office for two weeks on paternity leave. Welcomed a new son to his family!
* Gearing up for Campaign Leader recruitment
* The annual Leadership Breakfast is tentatively scheduled for May 21 or 22. Details to come soon. County committees are invited to attend. The committee would like to have a part in the program again. Will confirm with Philip when he returns.
* Making improvements to the online search engine and donor experience
* March 27 is the Thurston County recognition event

**Next Meeting:**

April 1, 2014 9:00 a.m. – 10:30 a.m. at the UW Tower