

## King County Combined Fund Drive Steering Committee Agenda

University of Washington  
UW Tower 4333 Brooklyn Ave NE, Seattle WA 98195  
Tuesday, November, 4 2014 Fremont Conference Room – T 22  
9:00 a.m. – 10:30 a.m.

**In Attendance:** Miriam Castro (UWCFD), Kerri Everly (UWCFD), Christie Hawkins (United Way of King County), Jeanne Lenz, (Employment Security Division), Lauren Lane (Ronald McDonald House of W. WA & AK), Curtis Bronson, (WSDOT), Brianne Kegley, (UW Patient Financial Services), Mike Morris (DSHS), and Philip Kerrigan (CFD State Office) via teleconference.

### **Minutes Review & Action Items:**

The committee suggested surveying our coordinators to see what their reasons are for not attending events.

Kerri will look into purchasing the photo printer for the recognition event.

Kerri will work on a joint King and Snohomish award recognition form and send to Philip to post to the state site.

### **Action Items Completed (prior month):**

#### **Welcome & Introductions**

**Procurement:** If anyone has items for Miriam to use to for contests during the fall campaign, please bring them to a meeting or make arrangements to get items to her. Thank you to those that have already procured items. Brianne has a Chipotle card to donate.

#### **Subcommittee Updates:**

*Charity Fair Kickoff Committee Kick off fair update:* Attendance continues to decline at the charity fairs each year. We only had a total of 16 coordinators attend the three fairs. There are a number of factors that could be preventing our coordinators from attending: poor locations, can't leave work, don't read the marketing emails etc. A bigger marketing push and a larger incentive to attend might help drive up attendance. The committee suggested surveying our coordinators to see what their reasons are for not attending events.

The committee discussed various strategies for next year such as several standalone mini-fairs (no more than 10 nonprofits) at state agencies where there are a high concentration of employees. Committee members could also make site visits to coordinators and bring a "charity fair in a box" to offices. Would be helpful to have a map that identifies where state employees are located in King County. Philip has some of that information for DOL, L&I, some DSHS CSO offices, and DOT. Jeannie has information for ESD and Curtis can get that information from his agency.

Curtis has access to a large conference area in his downtown building. The committee also suggested the WA state ferries building as well. The committee will do more research for other locations for next year.

**Recognition Update:** Curtis reports that the pirate backdrop photo booth took a little over an hour to set up so we will need to arrive early. However, the room set up will not take very long as the venue will do most of the heavy lifting. Kerri will look into purchasing the photo printer for the event. Some ideas for the event are to have games and activities for the attendees such as a scavenger hunt with treasure map and a temporary tattoo parlor. We could get pirate rubber ducks and have them float in water for the center pieces. Oriental Trading has great deals on bulk fun items for our event. In our invitation to attend, we will include that dressing up like a pirate is optional.

Kerri will work on a joint King and Snohomish award recognition form and send to Philip to post to the state site.

**Budget:** Added in costs (25%) for the North end charity fair to the budget. Awaiting our bill for copies.

### **State Report:**

*Marketing Report:* Began marketing the Ebola campaign to coordinators. Assisting Department of Enterprise Services with the sale of commemorative CFD 12<sup>th</sup> man shirts. Can purchase shirts via the online site. Continuing to send out Friday Flix charity videos. Videos to come are: Westside baby, Whatcom Literacy Council and ArtsFund.

*Volunteer & Outreach:* Working with coordinator questions as they come into the CFD office. Still struggling to get information from some of the community colleges.

*Development Report:* Continuing to work on sponsorship packages for the 2015 campaign.

*Overall Campaign News:* Will have a solid idea of where the campaign numbers are at the end of the week. There are various fundraising events going on around the state. The Masquerade Ball was a success and raised \$8,000 for the general fund. Looking for ways to improve the event and have suggested that the planning committee bring back the price break for couples.

Member check-in:

**Lauren:** Things at the Ronald McDonald house are going well. Crazy at the moment! Raised \$800,000 at their auction.

**Kerri:** The UW campaign is up over last year. There are a lot of campaign activities going on at the moment. Planning a Doctors Without Borders talk later this month. Planning a first ever Coordinator Connections for new and returning veterans to meet and discuss ideas.

**Curtis:** Had a very successful fundraiser and cakewalk and raised \$847 dollars for the Northwest Kidney Center.

**Christie:** Is excited to attend the coordinator connections event at the UW. Has some great ideas she wants to share.

**Miriam:** Was just promoted to program coordinator so is very excited.

**Mike:** Things at DSHS are very busy. The Everyone Eats special fundraiser is going well. The DSHS Secretary Kevin Quiqley is undertaking a massive effort to visit as many DSHS offices as he can and has already brought in thousands pounds of food.

**Jeannie:** Reports that she has not been laid off. Yeah! Busy working on her campaign. Sent 250 personal letters to donors and potential donors to support the campaign.

**Philip:** Took his two sons trick or treating which was very fun. Did not dress up as Princess Leah! Things at the CFD office are going very well and are busy. Laying low at the moment with the election going on today.

**Brianne:** Finalizing a fundraiser that was held in her department that raised \$500!

**Alex:** Alex could not attend but sent his update into the meeting. He reports that he is very busy with campaign speaking activities!

**Next Meeting:** December 2, 2014 Glass Conference Room – T 22