

## King County Combined Fund Drive Steering Committee Agenda

University of Washington

UW Tower 4333 Brooklyn Ave NE, Seattle WA 98195

Tuesday, March, 3 2015 Ballard Meeting Room – T 22

9:00 a.m. – 11:00 a.m.

**In Attendance:** Brianne Kegley (UW PFS), Miriam Castro (UWCFD), Kerri Everly (UWCFD), Jeanne Lenz, (Employment Security Division), Curtis Bronson (WSDOT Alaskan Way Viaduct), Alex Stone (Summit Assistance Dogs), Philip Kerrigan (CFD), Annya Ritchie & Elizabeth Jackson, (Office of the Attorney General), Lauren Lane, (Ronald McDonald House Charities of W.WA & AK), and Kris Raftis, (United Way of King County) via teleconference.

**Welcome & Introductions:** The committee welcomed Glenn Orr from the Department of Corrections in Snohomish County to the committee. Glenn is interested in starting CFD activities in Snohomish County. He will be participating on our committee to get an idea of the work that we do. Welcome Glenn!

Brianne handed out certificates of appreciation from the Secretary of State's Office and gave special cards to Curtis, Miriam and Kerri. Thanks Brianne!

### Action Items:

(Charity/agency fairs)Curtis will reach out to Brett Wolfe at the WSDOT Ferries department to gage his interest. Rachelle Parslow has a great location, Miriam will reach out to her to gage interest. Miriam will research a possible location in Bellevue.

**Recognition Debrief:** The name of the venue was not the name that was sent out or what the venue contacts had told us, which made the location a little difficult to locate for some guests. They wait staff cleared the plates way too fast and so people were going back to get more food. This could have been a reason why the food was going so fast. A 6:00 p.m. start time was a little difficult for south end people to get to. Sound system was hard to use because the controls were somewhat hard to get to. It was difficult to hear people without a microphone, the CFD state office will buy one for the committee! Thanks State Office! Overall, the venue was great, activities were fun and people liked the couches and chairs setup and overall casual atmosphere.

**Goals:** The committee reviewed the committee description and changes to subcommittees. Brianne stressed the need for assistance with committees this year and passed the signup sheet around to members. Kris will circle back with Brianne on her involvement in the subcommittees.

The Procurement Subcommittee is now called the Procurement Coordinator. The main objective will be to remind the committee members to procure/donate at least one item for use during the campaign. In addition, they will take the lead on any other efforts to procure items for incentive for use during the campaign.

Agency Fair/Kickoff Committee will take a different approach to the annual charity fair outreach effort. We will not partner with the King County Employees Giving Campaign this year. We will take a different approach and organize several mini fairs at agencies (5-10 nonprofits) with low participation and or space and that is convenient for state employees to

get to. The goal will be to plan at least 4-5 mini fairs this year and see how that goes. Curtis from WSDOT, Annya from AGO have agreed to head up efforts in their offices. Curtis will reach out to Brett Wolfe at the WSDOT Ferries department to gage his interest. Rachelle Parslow has a great location, Miriam will reach out to her to gage interest. Miriam will research a possible location in Bellevue.

Training subcommittee focus will remain the same. Though there will need to be outreach made to new agencies where it has been difficult for the training staff, logistically speaking. Annya suggested that her office would be a great venue and open for training for the new Downtown location. Miriam will follow up with her when the time comes. Mike Morris may know a possible DSHS location as well. We have reminded Philip that we need supervisor data included in this year's campaign coordinator recruitment, so our committee can do outreach to encourage supervisors to allow volunteers release time. In addition, we can talk to supervisors about the professional development opportunity that their staff will learn.

## **Campaign Goal**

The committee reviewed the final King County campaign numbers from 2014 and made note of a handful of agencies where outreach would benefit the campaign. Of note are the following: Department of Corrections, Department of Commerce, Fish & Wildlife, Health Care Authority, Licensing, Lake WA Institute of Technology, Natural Resources, DOT, and Veteran's Affairs among others. Our committee decided on a 2% participation goal for 2015 campaign.

## **Introduce New Standing Agenda Item: Outreach & Learning**

Committee meetings will now include a new agenda item focused on learning and or outreach. Curtis suggested that the next meeting topic be focused on procurement, how, when to start procuring items etc.

## **Team Activity**

Brianne facilitated a team building exercise which was really fun and a great way to learn more about each other! Kerri won the game with nine correct answers!

**Budget:** Nothing new to report with the budget. The committee still has \$900 left. Kerri and Miriam will take a look at King County supplies to determine if we need anything. Another table cloth or popup banner would be helpful for our upcoming multiple outreach efforts.

## **State Report**

*Marketing:* Poster proofs are ready for review! Will go with the "Made in the 80's" theme. Should be really fun this year! Will plan to unveil the concepts at the Leadership Breakfast on May 14, 2015. Will be held at Labor & Industries this year as there is more room! Will still have a version of the Give 1 campaign for some aspects of the campaign.

*Development:* Secured a 10K Gold level sponsorship package from Twin Star Credit Union. Twin Star has also agreed to purchase the CFD's Seahawks season passes again (charity rate). WSECU will sponsor at the 5K level and will also underwrite the new First Week To Give strategy. WSECU will purchase \$2,000 worth of Starbucks Gift Cards to be used in \$5 increments. Donors that give in the first week, or make an increase etc., will get a gift card.

Philip is still working on the details of how the First Week To Give promotion will work. The UW would like to also be included in the special incentive and will work with Philip on logistics, as the UW campaign starts a week later. Will be meeting with Evergreen Credit Union soon and will pitch a Last Week To Give sponsorship. Will still continue to work with UW Medicine, though the CFD is still awaiting payment for last year's sponsorship.

*Volunteer & Outreach Status Report:* Will start campaign leader recruitment soon and campaign coordinator will follow. Planning to promote the volunteer tracker more in this coming campaign. Encouraged the steering committee members to input their committee work time into the volunteer tracker as participation is on a voluntary bases. Philip stated that each volunteer hour is counted as \$22 which saves charities money!

**Next Meeting:** April 7, 2015, 9:00 a.m. - 10:30 a.m. Ballard Conference Room