

King County Combined Fund Drive Steering Committee Minutes

White Center CSO of DSHS.
9650 15th Ave SW Seattle WA 98106
Tuesday, January 8, 2013
9:00 a.m. – 11:00 a.m.

In Attendance: Kelsey Hulse (State CFD Office Staff), Dawn Sanquist, (CFD State Office), Mike Morris (Committee Chair, DSHS), Miriam Castro (UWCFD Staff), Kerri Everly (UWCFD Staff), Karen White (Community Health Charities of WA & ID), Brianne Kegley (UW Patient Financial Services), Kristen Raftis, (United Way King County), Megan Elmer (Bellevue Schools Foundation).

The committee welcomed new member, Megan Elmer, from the Bellevue Schools Foundation.

Review November Minutes/Action Items:

Miriam will type up the list of nominees to send to Dawn to print. We would like the team certificates to be printed in gold and the nominees to be printed in blue. Per previous years, each team will get one award and each team member will get a certificate. All the other winners will get an award and no certificate. All nominees will receive a certificate. Dawn will bring the printouts to the Feb. 5, 2013 meeting for Mike's signature.

Kerri will work on ordering the awards and she will send the committee some choices to vote on.

Philip will send a follow-up survey to campaign leaders and local coordinators (excluding King Co.) after trainings are completed for 2012.

Action Item Completed:

Kelsey will email the committee her development list by Friday; if we know of anyone or any of the organizations listed, an introduction would be appreciated. Update: Kelsey sent list to Kerri for review.

Kelsey suggested sending a survey out to coordinators asking if they attended the two charity fairs and, if they did not, why they were not able to attend. Miriam and Kerri will create a survey and send it out as part of a mid-campaign check-in. Update: Only 6 King county coordinators submitted feedback. We reviewed the survey findings noting a couple of themes, materials being late and response to questions being slow from the state office.

Committee Recruitment:

The committee needs more state representation, but has great charity support already. Mike informed the committee that he will be resigning his seat as chair of the committee as he has accepted a new position and will not have time to chair the committee. He will still continue to be involved on the committee on a limited basis. The committee suggested Cathy McAvoy as a replacement; Mike will get in contact with her to present the recommendation. In the meantime, the committee still needs to come up with a recruitment strategy.

State Report:

Kelsey presented the state report as follows:

Marketing Report: Kelsey reports that no charity guides will be printed for the 2013 campaign though there would be the online search engine and there would also be a bare bones printable guide available online. The committee recommended that the guide continue to be printed as there are still state agencies with employees that do not use computers in their daily work. Also, the paper guide is a huge part of the marketing strategy at the University of Washington; it is also used by the local coordinators and volunteers for marketing of their own individual campaigns. The guide still provides a huge amount of value and is also used as a resource for those in need. The committee asks that the final decision, and decisions such as this one, be put to the volunteers and county committees for input. The committee strongly suggests continuing to print the guide; even a bare bones guide would provide great benefit to the campaign.

The state office is continuing a repeat of the "I Give" theme. They would change-up the colors and styles and would have a new feel for 2013.

Volunteer & Outreach Status Report: None

Development Report: Kelsey is conducting wrap-up meeting with the 2012 campaign sponsors. The 2013 campaign guidelines are being developed. The 2012-2015 strategic plan is being reviewed and updated as the 2013 CFD planning retreat is coming up on Jan. 25, 2013. The committee asked if the planning retreat was open to any King County volunteers or staff at the University of Washington. Kelsey states that it is an internal meeting only. The committee suggested that outside people, especially the University of Washington, be included in the process as there is value in including all parties.

Overall Campaign Report & Updates: Randy Ryan has retired from the CFD state office and is moving into an executive director role with the Children's Alliance. His last day was Dec. 31, 2012. Philip will take program lead and many of Randy's duties. The office is still working out who will take over some of Randy's other responsibilities.

Statewide awards are now posted on the website. There will be six executive leadership awards, 12 local coordinator awards, and nine campaign leader awards.

Kelsey reports that the state final numbers are in with the exception of a handful of fundraisers. Statewide is at \$5.25 million which is similar to last year with fewer employees contributing.

Kerri reports the UW had a 2.5% increase over last year.

Thurston County reports a large amount of awards being submitted to its committee.

Budget: We have \$3,500 in the budget for the appreciation event.

2013 Appreciation Event:

There were fewer nominations sent in this year compared to previous years. The committee discussed some interesting trends this year noting that while King Co. had more people attend trainings compared to previous years, there were fewer coordinators that attended the kick-off events. Our committee needs to develop a strategy to help get coordinators out of their offices. The plan would need to include encouragement from agency leadership. Kelsey reports that Philip and Stephanie are planning meetings with agency leaders and elected officials asking for their support.

Miriam passed out the packet of nominations to the committee members. There were 23 award nominations sent in. There were seven Rookie of the Year nominations, six Outstanding Team award nominations, four Spirit of Service nominations, one Manager of the Year nomination, and five Innovative Event nominations. The winners were decided by the committee. Brianne Kegley stepped out of the room during the Outstanding Team Award decision as her team was nominated for that award.

Miriam will type up the list of nominees to send to Dawn for her to print. We would like the team certificates to be printed in gold and the nominees to be printed in blue. Per previous years, each team will get one award and each team member will get a certificate. All the other winners will get an award and no certificate. All nominees will receive a certificate. Dawn will bring the certificates to the Feb. 5, 2013 meeting for Mike's signature.

Kerri will work on ordering the awards and she will send the committee some choices to vote on.

All the nominees will be printed on an insert in each program and at tables. We still need to brainstorm who the MC will be and some of the charity and guest speakers. Kerri is working with the United Way on securing Dan and Annie Wilson. Kelsey will follow-up with asking Kim Wyman to speak at our event.

The event will be held at the Pyramid Alehouse on Feb 12, 2013 from 6-8:30 p.m. Our theme will be "Cheers, Here's to You". Our reservation will include a chicken dinner buffet and two beer drink tickets for everyone. Karen generously volunteered Tim Smith's microphone and speaker for us to use. We will likely have balloons, but most of the decorations will already be in place as our theme is alehouse related. Kerri will plan a site visit to determine a few of the details, locate the power outlets, the number of tables, where to place directional signs, parking etc.

Kerri will send out a volunteer sign-up list to the committee members.

- **Next Meeting:** Tuesday, February 5, 2013