

**King County Combined Fund Drive Steering Committee  
Minutes**

White Center CSO of DSHS  
9650 15th Ave SW Seattle WA 98106  
Tuesday, August 6, 2013  
8:30 a.m. – 10:30 a.m.

**In Attendance:** Mike Morris (DSHS), Miriam Castro (UWCFD Staff), Kerri Everly (UWCFD Staff), Dawn Sanquist (CFD State Office Staff), Philip Kerrigan (CFD State Office Staff), Kris Raftis (United Way of King County), Brianne Kegley (Committee Chair, UW Patient Financial Services), and Megan Elmer (Bellevue Schools Foundation)

**Welcome – New Members:**

The committee welcomed incoming chair Brianne Kegley! Brianne is from the University of Washington and has been on the committee for one year. At some point, the committee will want a co-chair to share responsibilities. Mike will transition off as chair and will remain on the committee as a member.

**Review Minutes/Action Items:**

Philip will work with Kerri on creating flyers for use to promote the kick-off events.

The committee was asked to assist in procuring items for the campaign. Miriam will email the committee members a form letter and receipt to use. Please procure at least one item and send/ give to Miriam or Kerri by the September 3, 2013 committee meeting.

Miriam agreed to help draft a charity education letter for the state to use when communicating with charities that become a CFD member charity. She will plan to have a draft letter by third quarter distribution.

The training subcommittee will plan to do a complete run through of the training program at the August 6 steering committee meeting. NOTE: the meeting will be from 8:30 a.m. to 10:30 a.m.

Phillip will be looking for another contact at Willamette Dental and Liberty Mutual (for King County).

Philip will ensure SaRita Reed from the Seattle Housing Authority will be contacted for a specialized training. Last year she attended the wrong training and experienced issues with her campaign.

Philip reworked the sponsorship package to UW Medicine, he will follow up with this today.

Kerri and Miriam will set up tours with China Harbor, Rock Salt, and Swedish Cultural Center.

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

Kerri will research the cost of the Glassybaby venue for the 2014 recognition event.

**Training:** The training subcommittee will plan to do a complete run through of the training program at the August 6 steering committee meeting. NOTE: the meeting will be from 8:30 a.m. to 10:30 a.m.

**Procurement:** Our longtime contact Terri Luther no longer works with Willamette Dental. Kerri sent a procurement letter to another contact in the organization and we were turned down for sponsorship. Philip will see if he can assist the committee in getting a new contact at Willamette Dental. He will also work to get Liberty Mutual back for the 2013 campaign. The committee suggested researching other state vendors such as: Group Health, Regence Blue Shield, Fidelity, Vanguard, TIAA-CREFF, and the Russell Funds. The committee also suggested Costco as a sponsor.

UWMC Update: Philip reworked the sponsorship package to UW Medicine he will follow up with this week.

**Campaign Leader Training Recap:** Kerri and Miriam attended the King County Campaign Leader training in June. They didn't find the content useful for veterans though, it was perfect for new campaign leaders. Philip will ensure SaRita Reed from the Seattle Housing Authority will be contacted for a specialized training. Last year she attended the wrong training and experienced issues with her campaign.

**Budget:** At this point, the budget is the same as last year. As soon as Kerri hears back from the state office on a new budget, she will present to the committee. As it is, we are operating without a contract.

**Recognition Event:** Kerri put out proposals to all the places the committee has suggested. Got a range of prices, the best options so far, if we decide to do the catering route, is Movable Feast. Kerri and Miriam will schedule a time to tour the Swedish Cultural Center as the venue. If the committee chooses this option and wants to serve alcohol, Dawn has a bartender's license. The committee suggested researching the use of Wine World as a venue, or possibly asking them to donate wine to our event. Kerri has talked with the banquet manager at China Harbor for use of their banquet hall. China Harbor has reasonably priced dinner package and a no host bar option. She also talked with Rock Salt and they too have a banquet hall and a reasonable dinner packages for large groups. Kerri and Miriam will set up tours with China Harbor, Rock Salt, and Swedish Cultural Center. The committee wanted to make sure that Kerri and Miriam ask the venues about catering to people with food sensitivities.

Glassybaby update: We will not move forward with the Glassybaby venue as it requires a minimum purchase of their product.

## **State Report:**

### *Marketing Report:*

Will be sending printed material to the communications department this week. Printed material include: posters, charity guides, retirement cards, and a one-sheet info guide. Philip is working with the UW and WSU on personalized materials. The printed materials are on track to be complete by the end of July. Philip will work with King County on getting materials to the coordinators that attend training.

- Working the charities on production of marketing videos.

### *Volunteer & Outreach:*

Philip reports that the advisory council is making headway on a retiree strategy. The state office has photos of retiree, Sam Reed in his tennis gear holding a "I Still Give" sign. The state office is also planning to produce a video to engage retirees.

Philip just wrapped up the Campaign Leader trainings. He felt like they went well but, would like to be able to develop something more useful for veteran volunteers. He is considering an ice breaker type of activity for next year.

Local coordinator trainings are set to take place in late August and early September. Miriam will email Philip the dates of the trainings in King County for posting to the website. Philip reports that Snohomish County loved our training last year and is open to having us deliver training again if we have the capacity.

### *Development Report:*

- WSECU and TwinStar Credit Union are onboard as sponsors for the 2013 campaign
- Philip reworked his sponsorship package for the UWMC and will follow up this week
- Will partner with the Tacoma Rainiers again on a special ticket pricing fundraiser for state employees

### *Overall Campaign Report & Updates:*

- Philip is working on getting campaign leaders to recruit their local coordinators and clean-up their volunteer lists. Has the end of July as a deadline for the 2013 local coordinator recruitment.
- The Golf for Veterans tournament fundraiser is scheduled for September 14, 2013 at the Whispering Firs Golf Course. The registration link will be on the CFD site in the next week or two.
- Will plan to hold the Masquerade Ball Fundraiser for the CFD General Fund again! Will hold it on October 26, 2013 at the Capitol Rotunda in Olympia.
- Still working on the contest rules for the I Give photo contest
- Ordered CFD swag including: window clings, post-its, pens and pop-up banner
- Now using "4,000 active charities" in marketing materials

**Next Meeting: August 6, 2013, 8:30a.m. – 10:30 a.m.**