

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

White Center CSO of DSHS.  
9650 15th Ave SW Seattle WA 98106  
Tuesday, March 5, 2013  
9:00 a.m. – 11:00 a.m.

**In Attendance:** Mike Morris (Committee Chair, DSHS), Miriam Castro (UWCFD Staff), Brianne Kegley (UW Patient Financial Services), Cathy McAvoy (DSHS), Kerri Everly (UWCFD Staff), Lauren Lane (Ronald McDonald House Charities of Western WA & AK), Philip Kerrigan (State CFD Office Staff), Dawn Sanquist, (CFD State Office Staff), Heather Lucas (State CFD Office Staff), Megan Elmer (Bellevue Schools Foundation), Kris Raftis (United Way King County).

The committee welcomed new members Diane Campbell and Elizabeth Jackson, both from the Seattle Attorney General's Office. We also welcomed Alex Stone from Summit Assistance Dogs.

### **Review March Minutes/Action Items:**

Miriam will send out an email asking committee members for their interest in serving on the 2013 training subcommittee.

Philip wanted to have a campaign leader training in King County again and will follow up with Kerri to talk about a date and room reservations.

Philip will work with Kerri on creating a flyer for us to use to promote the kick-offs.

Kerri will contact Junelle, the campaign manager for KCEG, about co-partnering again for 2013 and the addition of the downtown location.

We would like a letter from Kim Wyman to go out to the nominees and winners asking them to consider joining the county committee. Philip will handle this for us.

Miriam will check with Mike to determine where the April meeting will be held and communicate details to the committee.

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

#### **2013 Appreciation Event Recap:**

Overall, the feedback we received was positive. The event went well, the cost was good for us and people enjoyed themselves, the location was fun and the guest speakers were a big draw. Of the over 160 people that registered, approximately 140 people were in attendance. We had a difficult time tracking guests that didn't register and weren't 100 percent sure what the actual attendance was though it was the highest attendance we have ever had. Unfortunately, we won't be able to hold the event there again as the space was too small for our needs.

Some areas of improvement are to shorten the nominations; they are still too long even after shortening the word limit. Perhaps next year, we can shorten the nominations to a short blurb, highlighting the accomplishments. We also want to give the guests more time to mingle and enjoy dinner and go less on the number of guest speakers. There were also issues with the

sound system we borrowed. The only room that could hear the program was the middle section, both sections on either side of the center room couldn't hear a thing. People also wanted to know where dessert was, we had after dinner mints, but not a formal dessert. We thought that 13 awards was the right number of awards.

We would like to try to have another event like this one where we can get the room for free and pay \$20 per guest. Committee suggested checking in with new restaurants for space or catering as they may want the publicity. Ideally, we would like a sponsor to cover the event. The state office is working with WSECU, asking that they move toward sponsoring events rather than give over a check as it would be a better use of their money and better exposure for their business.

### **Campaign Kickoff 2013:**

Last year was the first year we pulled away from the Combined Federal Campaign as the costs got too high for us and we reworked our strategy. We felt that the partnership with King County Employees Giving Campaign (KCEG) was positive, cost our campaign nothing and we would like to continue with the partnership. Kerri asked if the committee would be interested in adding a downtown location. The committee would like to proceed with asking to partner with both a south and downtown location. We will want to focus on better publicity this year. Philip will work with Kerri on creating a flyer for us to use to promote the kick-offs. Kerri will contact Junelle, the campaign manager for KCEG, about co-partnering again for 2013 and the addition of the downtown location.

### **Committee Chair Recruitment:**

Mike suggested Theresa Blanchet, administrator of the Alderwood Community Service Office, as a potential chair of a Snohomish County Steering Committee. The committee explored the possibility of asking her to chair both King and Snohomish Counties, a possible co-county partnership. It would change the dynamics of the committee as well as impact the budget. We could try the partnership for a year and see how it goes, and eventually have Snohomish branch out into its own committee. If it were to happen this year, a charity fair might be too much to do, but coordinator training is a possibility. If the committee is interested, we would need to discuss budget implications with the State and then Mike will approach Theresa. We do have guidelines for an incoming chair if there is another person wanting to chair the King Co. committee. We will add this topic to the agenda next month to see where we are with it.

### **Budget:**

We ended up over budget on the recognition because food and venue were combined into one line item. We were under budget for supplies and under budget in printing. Added a room rental line for training as there is one room that we have to rent. We do have extra money in the budget and wanted to know if the committee would be interested in purchasing a rolling cart for events. Mike approved the purchase of a cart.

### **State Report:**

#### *Marketing Report:*

In the process of designing the campaign materials, but the main focus is improving the materials distribution. Have developed a tight schedule and are looking to get materials out by August in time for coordinator trainings.

### *Volunteer & Outreach Status Report:*

In the process of sending agencies that have increased dollars or participation a certificate for their achievements.

### *Overall Campaign Report & Updates:*

Explored the gambling licensing issue and, unfortunately, the state CFD will not be able to put on raffles as it is a paid entity, so it will not be able to pursue a rule change. That will affect having to change-up some of the statewide contests to avoid the rule.

In the process of creating downloadable campaign marketing packets that will be made available on the state site. For example, if a coordinator wants to run a cake walk or wants to do a special promotion for Breast Cancer Awareness Month, all a coordinator needs to do is access the site and download the marketing packet which will have all the tools, marketing and how tos, etc., to run the special promotion. Coordinators will be able to pick and choose what they want to promote in their offices.

### *Development:*

Working with WSECU on how to improve their relationship with state employees by asking them to sponsor and attend events rather than giving us a money and only getting printed benefits.

May 21, 2013 is the date of the Leadership Breakfast. It will be held in the Columbia Room at the State Capitol. A letter is being sent to agency heads asking for support. Philip envisions a Leadership Breakfast in King County in the future.

Campaign Leader training is set for June 4, 6 and 12 in Thurston County. Philip wanted to have a campaign leader training in King County again and will follow up with Kerri to talk about a date and room reservations.

The CFD Annual Report is done and under review by the communications department. It will outline all the campaign costs and include a complete financial report of the 2012 campaign. It will be done and sent out by the end of the week. Administrative and fundraising for 2013 are projected to be between 9-10%

Kerri reports that she is moving her campaign out one week to give employees more time to settle into the quarter. The date of the 2013 charity fair will be Wednesday October 16, from 11:00 A.M. – 2:00 P.M. She added an extra hour to the event per the feedback she received from the attendees.

### **Training:**

King Co. volunteer coordinator training is coming up; will plan on three sites again for 2013. We liked the Kent office location; will need new venues for both downtown and north. Cathy McAvoy suggested her building; Miriam will follow up with her to reserve. Mike suggested using the Alderwood Community Services Office, and also suggested the State Board Community and Technical Colleges Office in Bellevue. Miriam will send out an email asking committee members for their interest in serving on the 2013 training subcommittee.

### **Next Meeting:**

April 2, 2013 at White Center CSO