



Washington State Combined Fund Drive
416 Sid Snyder Ave
PO Box 40250
Olympia, WA 98504
www.cfd.wa.gov

MEETING MINUTES
WASHINGTON STATE COMBINED FUND DRIVE
ADVISORY COUNCIL

October 18, 2013
10:00 a.m. – 12:00 p.m.

Welcome and introductions:

Kim Wyman called the meeting to order and welcomed all in attendance. Stephanie Horn began the round of introductions and went over the minutes from the last meeting.

Attendance:

Council Members present:

Secretary of State Kim Wyman, Robert Coit (Thurston County Food Bank), Kerri Everly (University of Washington CFD), Paul Knox (United Way of Thurston County), Melanie Manista (United Way of Pierce County), Karen Robbins (United Way of Thurston County), Ted Sturdevant (Office of the Governor), Karen White (Community Health Charities of Washington and Idaho,) and Sara Wilson (Western Washington University)

Staff Members present:

Stephanie Horn, Philip Kerrigan and Heather Lucas

Recent CFD events:

- Motorcycle Ride
 - About 75 riders participated and the event brought in about \$3,000.
 - This year there was poor leadership and less marketing.
 - Needs to be changed or not done next year.
 - Maybe have it be for a more specific purpose, such as “Bikers, backpacks and buses” where riders would bring school supplies for local charities or designate a charity to benefit.

- Golf for Veterans
 - Event was a huge success.
 - Provided donors with a different way to engage the charities.



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- Local Coordinator trainings
 - Trainings were well attended.
 - Trainings that had tours of a local charity after them were well received.
 - About 107 coordinators were trained at the University of Washington.
 - About 20-25 attended the Whatcom County training. Local charities are invited to this training as well to help brainstorm, this year four were represented.

- Campaign updates
 - The following suggestions were made for next year's campaign.
 - Approach the challenge of local coordinators not getting information handed down to them from the campaign leader. Maybe have coordinators order their own materials and pick them up at trainings.
 - Make sure leadership support is visible. The CFD can help with this by informing leadership on how important this role is in promoting the CFD within the agencies.
 - Send more updates/reports on how individualized campaigns are going to campaign leaders so they can gauge how the campaign is doing compared to previous ones.
 - Send out promotional videos before the campaign starts.

Upcoming events:

- Masquerade Ball
 - So far \$7,000 has been raised.
 - Attendance is expected to be 500-600.

- I Give photo contest
 - Winner will be chosen at the end of the month and will receive a Microsoft Surface.

- Holiday Giving catalog
 - All online this year, printing costs are too high.
 - Charities will be listed geographically.
 - A one click donation form will be created for this promotion that allows donors to submit without logging into their account.



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- Cards will be sent on behalf of those who choose to give the donation as a gift to someone.

Roundtable topic:

Stephanie opened up the discussion to council members for suggestions on new branding of the Combined Fund Drive

- Keep the same colors and I Give slogan for next year's campaign.
- Phase out the strands next to the CFD logo.

Next meeting is December 6th, 2013, 10:00 am – 12:00 pm in Secretary Wyman's office.



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