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**WASHINGTON STATE COMBINED FUND DRIVE  
ADVISORY COUNCIL MEETING**

November 30, 2018  
10:00 AM – 12:00 PM

**Welcome and introductions:**

Stephanie Horn called the meeting to order and welcomed all in attendance and introduced the new Community Programs Director, Heather Hirotaka.

**Attendance:**

Council Members Present: Jim Cooper (United Ways of the Pacific Northwest), Bonnie Jacques (Department of Social & Health Services), Sarah Lloyd (SafePlace) and Seth Miller (Department of Retirement Systems).

Staff Members Present: Dawn Baker, Jerika Ferguson, Heather Hirotaka, Stephanie Horn, Philip Kerrigan and Heather Lucas.

**Minutes review:**

The minutes from the September 21, 2018 meeting were reviewed and accepted.

**Quarter 1 Review:**

- **Disbursement details**
  - Heather Lucas handed out a sheet with the disbursed amounts and administrative 3rd quarter administrative percentage was 8.9% and the 2018 Annual Administrative percentage average is about 13% as of now but projected to have an overall average of 9.01%.
  
- **Retiree giving update**
  - Heather also handed out information on how retiree giving has increased since the new “opt out” policy took effect in October 2017. So far the amount of donors as more than doubled and keeps increasing every month.



Secretary of State  
*Kim Wyman*

Making a World of Difference

**Marketing:**

Jerika Ferguson talked about the following events for the campaign.

- First week to give raised over \$49,000 this year with \$1,700 of that going directly to the CFD.
- Apple Cup challenge raised \$460 each for the WSU and UW foundations and \$920 for the CFD.
- Giving Tuesday grams raised \$692 in one day for the CFD. Grams were \$2 to send and \$2 to find out who it was sent by.
- Online football auction only raised \$2,300 this year as opposed to \$4,200 in 2017. We did have less games this year and no sponsor for the tickets.
- Masquerade ball was October 20<sup>th</sup>.
  - The fire alarm went off causing people to leave early and costing us some revenue.
  - We are wanting it to be viewed more as a fundraiser and not just a big party.
  - Charities are not being talked to as much as we would like them to be.
  - Should we keep doing it? Suggestions?
    - It has become a well know event, it should be kept.
    - Raise ticket prices to make it more exclusive.
    - Maybe switch time of year – Fat Tuesday, spring fling?
    - Create a sponsorship committee to help offset costs.
    - Have wine/beer tastings instead of selling full glasses.
    - Provide a live auction in a designated space and time.

**Discussion: 2019 Goals:**

Philip Kerrigan asked the advisory council for ideas and input on the Goals for next year and the following were discussed:

- Higher education – Universities and Community Colleges
  - Have charities push them to be more active in the CFD, let them know what impact CFD donations have on the charities.
  - Keep working with the schools that are doing well to find out what is working for them and use that to educate other institutions.
  - Focus on meeting with the CFD volunteer instead of Presidents or Executive Sponsors.



- Volunteers
  - Draft communication to send middle management as that is where the disconnect between agency directors/executive sponsorship support seems to happen.
  - Have a landing page for volunteers that has:
    - Fundraiser ideas
    - Ways to engage donors and management
    - Highlighted fundraisers throughout the campaign from the different agencies
    - An event calendar geared towards volunteers similar to the charity event calendar already on the website

**Discussion: 2019 Theme:**

Philip again asked the Advisory Council for some ideas and the following were put out there:

- Year of the Pig
- Something heartfelt
- Heighten awareness of interconnectivity (your success is our success)
- Connecting over the years

**Adjournment:**

