

Meeting Minutes
Washington State Combined Fund Drive
Advisory Council
December 8, 2017
10:00 am – 12:00 am

Welcome and introductions:

Stephanie Horn called the meeting to order and welcomed all in attendance.

Attendance:

Council Members Present: Robert Coit (Thurston County Food Bank), Mike Leonard (United Way of Thurston County), Randi Nandyal (United Way of Thurston County), Polly Zehm (Department of Ecology)

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

2017 Year-to-Date:

Financials

- Philip handed out the *2017 Proposed Budget*
- Philip pointed out the following sections particular:
 - Section B; Rentals, Maintenance & Utilities:
 - Section C; Fundraising Costs (8110): Fundraising Costs, planned \$25,000 actual, \$75,000.
 - Masquerade Ball, bigger than expected
 - DES, charging for more staff – doubled
 - Charged for 2 WSP troopers
 - Increased by roughly \$7,000
 - We will be recouping costs from events, etc.
 - Golf tournaments
- 1st Week to Give
 - Partnered with WSECU for \$7,500 Starbucks gift cards
 - We spent \$6,000 for additionally needed.
 - We will need to account for this cost next year
- Philip handed out the *2017 Annual Campaign Report – Agency*
 - CFD is over \$80,000 higher than this point last year
 - Heather mentions that CFD is heading toward 5.4mil – haven't done this since 2011
 - Percentage of participation is lower, however there has been an added of 7,000 employees with 500-600 new donors.
 - This is a successful campaign year
- Heather handed out the *Disbursed Donations*
 - This doesn't include Fourth Quarter disbursement.

- \$152,000 more than last year in third quarter
- For the non-specified general fund, has \$4,000 less this year than last year at the same time. But if you compare 2015 to 2016 we had \$30,000 less – We are doing much better.
- Robert: Do these numbers reflect over all pledges, or just one time fundraisers. Does this account for monthly reporting?
- Heather: This is 33,000 plus in fundraisers. This is reflecting one time – not in account for
- Robert: What metric for payroll deduction, better to see with payroll deduction than just fundraisers.
- Robert: I would like to see a metric goal of the 5million in pledges
 - Monthly contribution
 - Get past it and get ahead
 - Move away from just fundraisers
 - It creates more sustainability
 - Based on agency and leadership matters. One donor makes a huge difference in a agencies percentage
 - Philip: Lt. Gov Office is now at 100%, they have 7 staff members. Previously they one had one employee giving.
- Philip: Polly, your agency is up. You're kick-off event was amazing.
- Polly: Stressing on each year, trying to improve
 - Trying to move away from cash
 - Pushing for signing-up with payroll
 - Our idea is a one-time donor through a fundraiser will move into payroll deduction for monthly donors eventually.
 - Agrees with Robert, would like monthly metrics for break-out of one-time fundraisers
- Philip: Dept. of Corrections
 - Money and donors have increased. Has been up each year for the past 3 years
 - Previously they weren't doing well. We should find out what changed
- Stephanie: Kim Wyman toured DOC and we've seen CFD posters, morale booster, CFD is light and fun in these environments, and it helps with team building.
- Polly: Introduce that CFD is fun, 1 time will equal into monthly
 - Leadership in front of employees is great.
 - Good Introduction, and it isn't boring
 - CFD is not mandatory
 - Creating knowledge about the program and mission
- Philip: DRS has 75% of their employees giving – Reference *2017 Annual Campaign Report – Agency*
- Heather: They challenge other agencies to compete with for payroll giving participation
- Mike: WSU is lower
- Randi: UW is higher

- Polly: Why compete with UW for Higher Ed. metrics. We shouldn't look at them as an example because they're a different agency with a culture of giving.

Goals and Objectives

- Philip mentioning that retiree giving rollover is going good, with another 5 staying on.
- Heather: The peak will be December and January
- Robert: We would have lost those before the roller over, this is good news.
- Philip: Higher education outreach us going better
 - Bellingham Tech. College, WWU, and Whatcom work with their foundation and that is showing that it works well.
 - We spoke with them, and our continuing to find out what works in their spaces.
- Robert: Colleges using CFD is good, because it shows if you can give to one charity your likely to give to another one too.
- Stephanie: WSU tried, previous president used United Way as his giving source.
 - Sec. Wyman and EWU President moving forward on relationship for partnering better with the CFD
 - Jerika: EWU has new campaign leader that was previous AG employee, likes and understands CFD
 - Heather: They have been giving more, even in short time this year
 - Add a goal with Sec. Wyman and College Presidents across Washington
 - Polly: Meet with Tech. Colleges as a group, what are the barriers, identify with the institution, see about a forum
 - Jerika: Tony McKinely-Camp, knows someone in Tech. Colleges.
 - Philip: We can put together a one-pager, some colleges it seems we will have to start from scratch
 - Heather: We see a trend decreasing, and spikes when a good CFD leader is there, and decrease when they go away. Funding also decreases too.
- Polly: Curriculum (non-profit/development)
 - It creates on-the-job experience
 - CFD volunteer could be in the administration
 - May work for foundation too
 - Heather: Admin vs. Professors we have found don't see eye-to-eye each time.
- Robert: Doing a very good job overall.

2017 Events and Promotions

- First Week to Give (FWtG)
 - Partnered with WSECU

- Received \$7,500 from WSECU for Starbucks gift cards (\$5 cards)
- Donor received a \$5 gift card for a new \$5 one-time or monthly donation, an increase of \$5 in current giving or volunteering one hour
 - Raised \$31,000
 - 300 volunteer hours logged: Saved \$9,000 for charities
- Each year has increased
- 20-25% of donors are brand new: FWtG helps introduce CFD to people
- CFD set up coffee stand: received request to go to Lacey
 - Robert suggested CFD go to Tumwater
- Donut Worry, Be Happy
 - Krispy Kreme donuts, \$12 a box and delivery: CFD initially thought it might not be too successful
 - 320 orders: lots of brand new donors
 - Promised delivery: worked with SOS to be present and she delivered some donuts; volunteers in Yakima picked theirs up
 - \$1,700 raised->\$3,500 before costs
 - Robert curious about monthly donations that come from these promotions
- Giving Tuesday: Creating awareness and giving focus on charitable acts
 - Focused on new donors: new donations
 - \$5 Starbucks card for \$5 donation (same as FWtG, except donation had to be made on Giving Tuesday only)
 - 350 donors
 - \$17,000 in one-time donations
- Last Week to Give
 - Hero Gram: \$2 for email or card sent to person to let them know they're a hero, proceeds benefit CFD
 - Dawn emails or mails Hero Gram
 - \$358 at minimum (multiple ordered)
 - 175 donors

All fundraisers/promotions held this quarter by CFD staff were low/no cost fundraisers

IT update

- Philip: Issue this year, and it will continue into next year with our IT resources
 - How did Creating Hope work?
 - Matthew Edwards, is no longer on contract and can no longer work on CFD.

- Difficulty filling his position
 - We have to figure out a new solution to our needs
- Short Term
 - What are the needs in an agency and charity request, for reporting better data and charity applications?
- Long Term
 - We are not sure if we have IT to fix system and reporting needs
- How did having a 3rd party?
- Robert: It wasn't great, due to technology at the time. It is better now with technology needs and ability to provide. It showed challenges
 - Bids need to know there getting into
 - Donor platform, they must know needs
 - Not as afraid about this as than
 - 20 years makes a huge difference in technology options
 - Recommend looking into charities platforms, and reach out.
 - Fees do vary, see what your options are before getting in
- Philip: How long was this process? (Robert: 1 year), I know Randi Ryan didn't like the system.
- Robert: Built what the bid said, you need to know what you need before purchase. It is challenging to adjust. Don't just listen to sales team, make sure tech team is there to make sure they can do what they're selling. Bring a tech person from your side to speak with them.
- There are a difference in big platforms that lack in custom, but small fishes allow
- Make sure the profile of the company, makes what you want too.
- Philip: Have a committee spread headed (IT)
- Make sure the feed works with Washington
- Does WA give feeds to 3rd parties (Polly: Yes they do this, normally)
- Polly: Ask WATech, instead of CFDs about state data system, and how to write it up and what to look for. Security, subscriptions, interface. There are people that can help navigate through this for costs on reprogramming, and tweaks if needed. List what you currently like, don't like, and need in your system.
- Philip: Why did we go back into DOP?
- Robert: It was less cost in house
- Philip: Dated system with these glitches in our system. Mathew called back applications instead of fixing them due to it being outdated.
- We are the smaller group but holds the biggest data for OSOS.
- Polly: We should see what other State's use and what their systems do/use.
 - You must make sure they meet security test with potential Class 3 or 4 data.

- Robert: Creating hope only took Credit Card, not payroll.
- Stephanie: We can't hold Credit Card information
- Robert: Ask yourselves if you want to buy this product all right now, or in segments, or limited time
- Polly: Purchasing licenses, maintain system, you need more products always.
- Philip: IT is long term – Thank you.
 - Short term: Reporting and data mining CFD staff take on
 - What are the needs you'd like more of?
- Randi: Immediate notification to the charity of someone signing up.
- Polly: I don't know yet until we meet at the end of the year what worked and didn't.
 - Would like to know about one-time donating vs. monthly donation per event, fundraiser to see what worked and didn't.
- Robert: I handle relationships through development – I would like contact information to Thank a Donor, newsletter if they choose.
 - Educate donors and charities that they can't solicit a donor
 - Personal e-mail address not state provided.
 - Create a box with information for employee to know, sign-up and rules for the charity
 - You must hold agencies and charities accountable however
- Polly: Cautious about personal e-mail and state e-mails with security
 - Public Disclosure through CFD/HR
 - Confidentially is important too. Opt-in only.
- Philip: Location Reporting
 - We need more information for local offices
 - Information shared with OFM
 - Could CFD get some volunteers to help promote with percentage numbers
- Robert: Could use the information to thank you, e-mail, letter, it depends how you word the information.
- Polly: Not state e-mail, only personal
- Philip: Biggest program for IT touches system that is dated, and doesn't give much what options are important.
- Polly: Ask Matthew what requirements, and he could help coach you in the needs
- Philip: Explains Matthews services that are no longer an option