



416 Sid Snyder Avenue SW  
PO Box 40250  
Olympia, WA 98504-0250  
(360) 902-4162  
www.cfd.wa.gov  
cfd@sos.wa.gov

**Meeting Minutes**  
**Washington State Combined Fund Drive**  
**Advisory Council**  
**February 14, 2014**  
**10:08-11:14**

Welcome and introductions:

10:08- Stephanie Horn called the meeting to order and welcomed all in attendance. Stephanie began the round of introductions for the intern, Krystelle Purkey, and Secretary of State Kim Wyman's regrets for not being able to make it to the council meeting due to her being out of the state. Stephanie went over the minutes from the last meeting.

10:10- Minutes from the last meeting were approved.

Attendance:

Council Members Present: Dave Nelson (Department of Retirement Systems), Sara Wilson (Western Washington University), and Polly Zehm (Department of Ecology. Note that Sara Wilson was conference called in.

Staff Members Present: Stephanie Horn, Philip Kerrigan, Heather Lucas, and Dawn Sanquist. Intern Krystelle Purkey took the minutes.

2013 Year-In-Review:

10:11- Presentation of official *2013 Expenditure report* was started by Philip.

- Philip compared the 2013 expenses to 2012 numbers. He explained that the expenses have dropped, but the revenues had been reduced as well.
- Philip showed the council the monthly breakdown of all the expenditures.

10:15- Polly Zehm expressed her thanks for how the CFD Staff has cut costs, especially the administrative costs.

- Stephanie explained to everyone that Kim is big about cutting costs, which is why they moved the CFD to the Legislative Building.
  - This move saves about 1% every year.
- Philip asked everyone to give the staff any ideas about how to effectively raise money inexpensively.

10:20- Polly conveyed to everyone that they need to start thinking about a "catchy hook" to donate the minimum amount.

- Stephanie agreed with the need for a hook and introduced idea that it should be related to the CFD's 30<sup>th</sup> Anniversary.
- Sara stated that incentives have been a good way to get people started in the program.

10:24- Polly stated another selling point for the program is that it is more secure than giving donations online or over the phone.

10:27- Philip presented the *Annual Report*



Secretary of State

*Kim Wyman*

Making a World of Difference

- Philip congratulated everyone who was in attendance for receiving awards for last year's campaign.
- 10:29- Philip introduced the success stories for discussion, highlighting the awards for volunteer hours and the achievement of the Holiday Giving Guide.
- 10:34- Room for Improvement was presented by Philip.
- New policies around customer service
  - No longer going through third party vendors to send out materials.
  - Giving out materials at trainings as an incentive to attend.
- 10:37- IT Improvements were discussed
- A newly designed search engine has been added to the website/
  - The staff will be revamping the Donor Transfer program, so that employees can keep donating even if they start working for a different state agency.
    - They are still working on how to get this program to include individuals who transfer between the universities and the state agencies.
  - The new website should hopefully launch at the end of March.
- 10:42- End of the 2013 Year-In-Review

2014 Year-to-Come:

- 10:43- Philip introduced the *Annual Plan* for 2014.
- 3 main goals are:
    - Raise Participation
- 10:45- Presentation of the *Annual Report* by Philip.
- Possible corporate partners
    - If anyone in the council had ideas or connections to the business community, please contact the CFD Staff.
- 10:46- *2014 Marketing Ideas* were introduced and the last page of the packet which outlined the CFD's largest events was discussed.
- Focusing on the 30<sup>th</sup> Anniversary.
  - Polly express her concerns about having all the events and awards in or around Seattle.
- 10:53- The idea for the upcoming *CFD Beginnig Video* was discussed.
- Highlighting the soup lunch that started this entire campaign, between Former Secretary of State Sam Reed and Previous Governor John Spellman.
  - Current Secretary of State Kim Wyman will explain where the CFD is headed.
- 11:02- Time for any questions, comments, and/or concerns.
- Discussion about the combined New and Retiree Letters that are sent out.

Adjournment:

- 11:14- Stephanie adjourned the meeting.





416 Sid Snyder Avenue SW  
PO Box 40250  
Olympia, WA 98504-0250  
(360) 902-4162  
[www.cfd.wa.gov](http://www.cfd.wa.gov)  
[cfid@sos.wa.gov](mailto:cfid@sos.wa.gov)

Next Meeting:



Secretary of State  
*Kim Wyman*

Making a World of Difference