



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

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

February 23, 2018
10:00 AM – 12:00 PM

Welcome and introductions:

Philip Kerrigan called the meeting to order and welcomed all in attendance.

Attendance:

Council Members Present: Jim Cooper (United Ways of the Pacific Northwest), Bonnie Jacques (Department of Social & Health Services), Mike Leonard (United Way of Thurston County), Seth Miller (Department of Retirement Systems), Chris Wells (United of Thurston County), Karen White, and Polly Zehm (Department of Ecology).

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

Minutes review:

The minutes from the December 7, 2017 meeting were reviewed and accepted.

Disbursement:

- Heather Lucas handed out a sheet with the disbursed amounts and administrative percentages from 2015 through 2017 for the committee members to review.
- Philip handed out the campaign report to go along with it as well.

Marketing:

- Jerika Ferguson introduced the theme for this year's campaign: Find your why.
- Jerika presented the posters for this year. They will be a volunteer holding a photo with a quote on what their why is.
- We will be doing coasters and possibly lanyards this year instead of wristbands.
- The Leadership breakfast is set for May 17th at Great Wolf Lodge and the theme will be CFD goes for the gold/Olympics. Video will be various agency heads passing the torch to each other.
- WSECU is giving us \$10,000 in coffee cards this year which is an increase from the \$7,500 they have done the last couple of years.



Secretary of State

Kim Wyman

Making a World of Difference

Strategic & Annual Plan:

- Philip passed out the Strategic and Annual Plans for the committee members to look over and discuss.
 - **Goal #1: Maintain and modernize giving technologies for all CFD stakeholders.**
 - Jim Cooper suggested using existing volunteer applications, such as philanthropy cloud, instead of creating a new one for the CFD.
 - Chris Wells suggested volunteer select – a platform that could be branded to the CFD and populated by the charities. This software costs around \$3,000 a year.
 - **Goal #2: Maximize staff and resources while working to lower the administrative charge to charities to 5 percent.**
 - It was suggested to maybe hire a season campaign person from July through November, but the CFD would need more of a full time employee.
 - Philip and Heather are currently taking a grant writing course and will use the information to seek out grants that might help the CFD.
 - Jim worried that by indicating we want to lower our administrative percentage that we might be perpetuating the myth that overhead is bad.
 - Chris indicated we should educate donors more on overhead costs and what it takes to run a program.
 - Bonnie Jacques indicated that low overhead is important to donors but trying to reach five percent might be too low to achieve.
 - Polly Zehm also indicated we need to keep an eye on the overhead and not let it get too high. Need to keep it at a reasonable percentage while still growing the database.
 - **Goal #3: Become a recognized leader in the field of philanthropy.**
 - CFD should work on building relationships/connections with stakeholders outside the big campaign push.
 - In our messaging, include ways to create connections with donors and charities.
 - Talk more about the impact being made through the CFD for the member charities.
 - Look into the book: Donor centered fundraising
 - When working with outside government entities, get a commitment from them to commit to us as well.

Adjournment:

