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

February 8, 2019
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, to those that were not at the last meeting.

Attendance:

Council Members Present: Robert Coit (Thurston County Food Bank), Bonnie Jacques (Department of Social & Health Services), James Reddick (Retired State Employee and the PARC Foundation) and Polly Zehm (Department of Ecology).

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

Minutes review:

The minutes from the November 30, 2018 meeting were reviewed and accepted.

2018 Year in Review:

- **Final Annual Campaign Report**
 - Philip Kerrigan handed out the 2018 campaign report.
 - Donors went up this year.
 - Campaign hit 5.4 million again.
 - Department of Social and health Services went up in donors.
 - Department of Children Youth and Families numbers are down and the 2017 numbers reported are from the Department of Early Learning only.
- **Disbursement Date**
 - Heather Lucas handed out a sheet with the disbursed amounts and administrative 4th quarter administrative percentage was 1.8% and the 2018 Annual Administrative percentage average is about 10.2%. It is projected that 2019 will be similar to the 10.2%.
 - Heather noticed that disbursements in even years are usually about \$200,000 lower than odd years.
 - The CFD general fund was up by \$14,000 this year due to more fundraisers being designated to the general fund.
 - Robert Coit said “Good job and keep it up and at 10%” to the CFD staff.



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- Heather also handed out the Retiree donations graph.
 - The opt out campaign been has been a great success.
 - We are up donors and dollars for retiree giving.
 - Another “Nice job!” from Robert was given.
 - Some suggestions from the advisory council to keep retirees engaged were:
 - Communicate with them about the benefits of an IRA (although communication is tough as there are restrictions on how we can communicate with retirees).
 - Have charities include retiree information on their materials.
- **Highlights & Things to improve**
 - Philip mentioned the following highlights for the campaign.
 - Within three weeks of joining, Snohomish County PUD had 210 donors with over \$150,000 in pledges. The employees have been very interactive with the system so far.
 - First week to give generated over \$50,000 in pledges and over 250 volunteer hours logged. Just the “Double Day” made over \$1,000 for the CD general fund.
 - Giving Tuesday Gram raised a little over \$1,200.
 - Apple Cup Challenge raised around \$460 for each foundation and \$920 for the CFD.
 - CFD is working on smaller promotions with less impact that get donors to interact and give to the CFD.

2019 CFD Calendar:

Jerika Ferguson handed out the Anticipated CFD calendar for the year.

- Recognition events are scheduled for the following dates:
 - Thurston County 3/1/19
 - Whatcom County 3/8/19
 - Spokane County 3/8/19
 - Sno-King County 3/20/19
- Well Fed, Well Read is coming up in Thurston and Spokane counties. We will be working with charities in Whatcom County to try and get it set up there as well.
- May 9th is the Leadership breakfast at LittleCreek Resort. The two charity speakers will be Summit Assistance Dogs and Medical Teams International.



- July 1st is the CFD's 35th birthday, we will be doing something to celebrate – just not sure what yet.
 - Notes from the advisory council included: having the messaging being about us being a long term running program, our success story, the return on investment for all the money that has been donated through the CFD.
- Football auction will be split into two different times this year. Hoping that will make more money than selling them all at once.
- First week to give will be September 30th through October 4th this year.
- Masquerade ball is tentatively scheduled for October 19th, still waiting from upper management on the final answer to see if it is happening or not.
- The theme this year will be:
 - CFD connects with...volunteers, donors, charities, etc.
 - Choose to be different will be on most marketing materials.
 - Feel good images will be on the posters.
 - Colors are in the Annual Plan.

Annual Plan:

Philip handed out the Annual plan

- Goal #1: Create and implement tools that allow the CFD to become a better resource for volunteers.
 - This will include a revamp of the website and a change in trainings to include online/virtual trainings.
- Goal #2: Review and revise web priorities, maximizing resources and making room for program expansion.
- Goal#3: Continue to cultivate relationships with volunteers and leaders at higher education institutions.
 - CFD staff will start working directly with Human Resources, payroll and volunteers instead of the Presidents to try and make more of a connection.
- Goal #4: Develop sustainable strategies that work to lower costs associated with operating the CFD, aiming to lower administrative charges to member charities below nine percent.

Other:

- The CD will be rolling out the new website, www.give.wa.gov, this year to all stakeholders.

Adjournment:



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