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Meeting Minutes
Washington State Combined Fund Drive
Advisory Council
March 3, 2017
10:00 am – 12:00 am

Welcome and introductions:

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

Attendance:

Council Members Present: Imelda Ang (WFSE Union Representation), Robert Coit (Thurston County Food Bank), Jim Cooper (United Ways of the Pacific Northwest), Paul Knox (United Way of Thurston County), Drue Larson (Central Washington University), Seth Miller (Department of Retirement Systems), Karen White (Community Health Charities) and Polly Zehm (Department of Ecology)

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

2016 Year-in-Review:

- Philip handed out the 2016 Annual Giving Campaign statistics and 2016 expense report.
- Washington State is now the 3rd highest giving program in the United States, moving up from number four.
- Philip pointed out the following pages in particular:
 - Page 5-6: The agency statistics.
 - Page 8: Volunteer hours doubled this year for the first week to give campaign.
 - Page 13: The actual disbursed amounts to charities for the year.
 - Page 29: The expense report, administrative costs for the year are 7.8%.
- Jim Cooper had a question about the return on investment for the Every Monday Matters campaign, below are the result that Philip saw:
 - It made for a personal campaign, a lot of people felt an emotional tie to it.
 - The Monday tasks were a HUGE hit, volunteers looked forward to getting the emails.
 - The You Matter grams were also popular, an easy way to show people that they are cared about.



Secretary of State

Kim Wyman

Making a World of Difference

2017 Year-to-Come:

- Philip handed out the 2017 Annual Plan.
- We have hired a new person for the marketing and development position, Jerika Ferguson.
- The two areas of concentration this year will be retiree giving and higher education outreach.
 - **Retiree giving:**
 - CFD is working with Department of Retirement Systems to have contributions automatically roll over into retirement – making it an opt out instead of opt in transaction. A July 1, 2017 start date is anticipated.
 - Donors will be isolated in the system that are 60 years or older that have gone inactive in the system. A retiree donor profile will then be created for them and a report sent to DRS. If they are in the retiree system, they will continue to give – if they are not, they will just become an inactive donor.
 - CFD will be sending out letters, emails, posting information on the website, in the DRS newsletter and other sources that are available to retirees.
 - **Higher education outreach:**
 - University of Washington, Central Washington University and Western Washington University all have great campaigns.
 - Eastern Washington University and Washington State University have the lowest campaigns.
 - Meetings with the new Presidents need to be set up to introduce the CFD to them.
 - Show the universities the local impact the CFD has, not only on charities but also on their foundations.
 - Build and train teams at the colleges with workshops for the school leaders.
 - Collaborate with the foundations, show them how it is a good partnership and not competition.

Discussion: Millennial Focus Group results:

- Philip handed out a packet with the focus group results along with the questions and answers of each individual group.
- A discussion was opened up for ideas on how to get more support for CFD volunteers.
 - Try to get more middle management support, maybe contact the volunteer's supervisors directly with information on the CFD.
 - Provide verbiage for Campaign Leaders to give to their managers with information on the CFD.
 - Have Leadership get a message out to managers showing their support of the CFD.
 - Have CFD put into ethics trainings.
 - Livestream the Leadership breakfast for those that cannot make it.

