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

April 22, 2021  
10:00 AM – 12:00 PM  
Via WebEx

**Welcome and introductions:**

- Heather Hirotaka called the meeting to order and welcomed all in attendance. Introduced Erin Aquino who is taking over Dawn Baker’s position and Robert Lane, CFD manager. Heather Lucas has left for an opportunity to have a manager position with another state agency and Dawn Baker has left to go into Real Estate full time. In the interim while interviewing new employees Heather Hirotaka had been taking care of fiscal and Stephanie Prentice had been helping to keep the day to day needs on track. CFD is planning on hiring a fiscal person soon.

**Attendance:**

Council Members Present:

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Imelda Ang (WFSE Union Rep (L&I))          | <input type="checkbox"/> Seth Miller (Dept. of Retirement Systems)                     |
| <input type="checkbox"/> Robert Coit (Thurston County Food Bank)               | <input checked="" type="checkbox"/> James Reddick (Retired State Employee & PARC Fnd)  |
| <input checked="" type="checkbox"/> Jim Cooper (United Ways of the Pacific NW) | <input checked="" type="checkbox"/> Bonnie Jacques (Dept. of Social & Health Services) |
| <input checked="" type="checkbox"/> Jolyn Mason (University of Washington)     | <input type="checkbox"/>   |
| <input type="checkbox"/> Chris Wells (United Way of Thurston County)           | <input type="checkbox"/>   |

Staff Members Present:

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Erin Aquino | <input checked="" type="checkbox"/> Stephanie Prentice            |
| <input checked="" type="checkbox"/> Robert Lane | <input checked="" type="checkbox"/> Heather Hirotaka              |
| <input type="checkbox"/> Fiscal (Vacant)        | <input checked="" type="checkbox"/> Secretary of State, Kim Wyman |

**Minutes review:**

The minutes from the Nov 5, 2020 meeting were reviewed and accepted.

**2020 Annual Report**

Secretary of State, Kim Wyman, gave a 2020 CFD year in review and performance

- Pandemic changed everything and the ways in which the CFD was there to help communities
- Had to suspend many normal fundraisers which helped the CFD budget, but made it challenging to raise money.



Secretary of State

*Kim Wyman*

Making a World of Difference

- Most employees worked remotely and across board, employees and community partners had to brainstorm new ways to rally colleagues together in a virtual setting to maintain support
- Despite the pandemic, volunteers logged over 3,000 hours of community service and fundraising pledged \$5.1 million. Shout out to sponsors – Twin Star Credit Union and WSECU!
  - James inquired if we had been in communication with GESA. They are trying to expand statewide and might be a good resource for sponsorship.
- Recap on 2 year membership terms: All current membership terms have expired and CFD is extending invitation to reapply.
- CFD is focusing to expand the advisory council to include diversity with different perspectives and experiences.
- Discussed WAC guidelines that calls for good representation across a variety of groups i.e. state agencies, higher education institutions, the legislative branch, etc. We are open to requests for recommendations. We are looking for input of future direction of the CFD. Right now is a great opportunity of having a clean slate and a development of a new vision of the CFD.
  - Jim inquired if we are looking to include a rule change to expand the number of members or are we working to stay with the 10 members?
    - Suggested that expansion could include an annual retreat
  - CFD is open to a rule change to expand and really hoping to get folks from the eastside
  - James agrees with expanding and likes virtual platform. Suggested considering expanding to 20 to 25 people

### CFD Status Update

Robert went over several updates regarding personnel, website updates, system updates and the 2021 budget which is in its draft form.

- Personnel update
  - We appreciate the work that was previously done and looking forward to moving forward with everyone along for the process which will help with campaign cohesiveness.
  - We are in the process of sending in job description for fiscal position which is a critical need
  - Will be core team of 3: Robert, Erin, fiscal employee plus Heather and Stephanie
  - Will consider looking to fill marketing position later, but we need to watch our administrative cost because we are not getting in as much in our CFD general fund
  - The CFD is focusing on mission critical only projects
  - Podcast and videos are not going to be the priority this year. Trying to accomplish what we need to do as well as we can.



- Website
  - Current website refreshed and cleaned up and have removed the majority of 2019 and 2020 content
  - Cleaning up subcommittee websites i.e. SnoKing and Thurston County Steering Committee
  - Website will be transitioning with 3<sup>rd</sup> party client (Druptle) to make it user friendly. Transition will not happen during our upcoming campaign
- System Updates
  - Current system has been lagging and been patched together over the years.
  - There is an OSOS bill that isn't signed quite yet, but we tentatively have funding for a new donor management system
  - We will need end users to test the new site which we will reach out to the advisory
- 2021 budget
  - 2021 budget currently in draft form
    - Salary is lower because we may not fill all the positions
    - Smaller amount of travel – reduced heavily due to covid
    - Training costs reduced due to covid
    - Looking at reducing in-person trainings to 1-2 times a year
    - Trainings will have the same opportunities
  - Expecting a small lag with pledged vs actual
  - Admin costs - hoping to have be at 9.5%, at least under 10%
  - Last year's admin cost was 6% because of staffing transitions, no in-person training, and no printing
  - Legislature has put budget of new system into general fund which won't affect our bottom line because it is secured through the OSOS state legislature. CFD funding is included in the house, senate and governors budget. Once approved we will be moving forward with the RFP
  - Robert has reached out to various states' equivalent to the CFD and gleaned information regarding the programs that they currently use
    - Bonnie thought they (DSHS) had overspent but mentioned that DSHS follows billing on a fiscal year basis vs. CFD billing on a calendar year
  - James inquired whether fiscal and marketing position can hired from other parts of the state since we are in a new remote environment. Something to consider in regards to the future and how we do things.
    - Heather stated that we are open to the option and looking to find qualified individuals
  - James inquired if there was a way for interns to be used to assist IT
    - Kim stated that managing cyber security risk and would need to be in conjunction with our IT. Agrees that working with students is a great idea
    -



## **2021 Campaign**

Erin shared poster draft and Robert went over training format for the upcoming campaign.

Theme: Unity for the Community

- Feedback:
  - Bonnie feels that “Unity for the Community” is not very inclusive and suggested “Unity with the Community”
  - Jim agrees with Bonnie and suggested including “equity” in the word cloud
    - Suggested that equity statements or diversity should to be part of the CFD.
    - Knows that it will be a big lift but feels that it needs to be part of the conversation
    - United Way is currently focusing on diversity, equity and inclusion – and they are working on requiring that participating groups highlight these focus areas.
  - James suggested “unity working together”
    - We are engaging with the community in different ways. Suggested including “zoom” and “virtual meetings” into the word cloud
  - Jolyn mentioned that it is a cumbersome ask for staff of 2 to review the 1,500 charities and what their core values to align with diversity, equity and inclusion. Liked the overall image.
  - Imelda suggested that since it will be shared digitally to create accessible files that read out/speak to those that are nonvisual
    - Likes the image of people arm and arm but in the same time everyone is able bodied

Campaign will be virtual

- First week to give will stay 1 week long
- CFD will not dictate whether other agencies will need to be virtual or if they can do in person fundraising events
- We are open to transitioning from non-virtual depending on covid restrictions
- CFD will not be hosting a masquerade ball although it did raise funds
  - We are reevaluating what that event would like if brought back in the future

## **Round Table Discussion**

- General fund /administrative fee
  - Reduced staff resulted in low administrative fee, but there was also very few CFD general fund fundraising efforts
  - 5 year trend of the general cfd fund. Decreased 34.5% since 2016
  - One time donor – over the last five years have gotten better



- Fun online voting mechanisms have helped to increase with one-off donors
- Limited time and Limited Time recurring donors 0.9% decrease
- Monthly donors decrease by 31%
  - Folks are retiring and we aren't recruiting new monthly donors
- Checks and fundraisers account for 68.1%
- We've been relying on 5 agencies to replenish general fund: UW, DOC, ECY, DSHS, L&I
  - Focus on recurring donations
  - Remind agencies of supporting the general CFD
  - Find/replace money earned from masquerade ball
  - Other fundraisers
  - Smaller events
  - Sponsorships
- Bonnie mentioned that DSHS has been pushing for new donors by highlight "donor choice"
  - She appreciated the data and likes the ideas of "voting competition" fundraisers within DSHS agencies that potentially only support the CFD
  - Jolyn likes the "CFD \$1" button and suggested going up to \$2
  - UW is really working on donor choice
    - Leadership will not be as supportive of highlighting the CFD but open to suggesting CFD as an option if donor doesn't have a charity in mind
- Robert and Stephanie suggested having a drop down with optional amounts \$1, \$3, \$5, \$10
  - Donating to the CFD shouldn't be a choice. Donor should donate to the charity of their choice with the a small portion (1%) to the CFD so that we can reduce the admin costs
- Imelda suggested that giving will continue to decline
  - Has observed gofundme/one-time drives have been very successful and that folks will rally for a cause
- Virtual Fundraising Ideas
  - James asked how many people know of Chukar Cherries?
    - Suggested that CFD has campaigns where when you order from businesses then a portion of proceeds will go the CFD. Local Washington businesses
    - WSU alumni association has a Cougar Club with wine shipped out quarterly.
  - Jim mentioned that Columbia winery changes their charity every 2 months. Currently United Way gets \$5 for every case sold. Suggested CFD branded cougar gold.
  - Jolyn will be doing a holiday evergreen sale with wreaths and swag
    - Executed pre-sale and 4 pick-up dates



- Willing to share resource with CFD
- Sponsorship:
  - Robert is looking into increasing sponsorship
  - Reviewing sponsorship levels
    - High end currently is \$10,000
      - Potential options = healthcare: state employees only have 2 options
      - Looking at how to generate \$150,000 in a new way
    - James – amazon 1% of every purchase to go to CFD instead of amazon smile
      - Robert has already reached out and gotten a blanket response of “no.” Open to hearing if anyone has a back way in

### Questions

- Jim requested a calendar invite for the June 11<sup>th</sup> meeting
  - Motioned meeting with Robert to discuss the Advisory Board expansion
    - Suggested a leadership group within the group
  - Bonnie agrees but 25 is a big group. Feels that 15 makes sense – eastside and westside
  - James mentioned that Harlequin has 2 boards – smaller board handles operations and general. Larger board deals with communication with constituents
    - CFD steering committees are already versions of CFD smaller boards that are utilized as a sounding board
- CFD will be making sure to vet ideas this year
  - Last year’s theme was great but ran into challenges with copyrights. Only PBS can utilize Mr. Rogers for fundraising
  - Discovered that “Unity in the Community” is a charity

### Adjournment:

- June 11<sup>th</sup> will acknowledge current advisory council and present them with gratitude and thanks.
- Erin Aquino: [erin.aquino@sos.wa.gov](mailto:erin.aquino@sos.wa.gov) / 360-902-6162
- Robert Lane: [robert.lane@sos.wa.gov](mailto:robert.lane@sos.wa.gov) / 360-902-4154
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