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

June 11, 2020
10:00 AM – 11:00 AM
Via WebEx

Welcome and introductions:

Stephanie Horn 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); Jolyn Mason (University of Washington) and James Reddick (Retired State Employee and the PARC Foundation).

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

Minutes review:

The minutes from the August 23, 2019 meeting were reviewed and accepted.

What's happening in the CFD during COVID-19:

- Program manager position is still open and currently on hold. Two rounds of interviews were done before the stay at home order was issued.
- Staff has been teleworking, with Dawn Baker back in the office full time now.
- CFD will not be doing any special campaigns for social issues, but if an agency wants to put on a fundraiser for one we will help them create a link, page etc.
 - Jim Cooper suggested the CFD put an impartial statement regarding social issues on the website. Heather Hiroataka will take the suggestion to upper management to see what they say.
 - James Reddick suggested that we have a page that links to the Hospitals and Foundations that are dealing with COVID-19.



Secretary of State

Kim Wyman

Making a World of Difference

2020 Campaign:

- **Theme:**
 - This year's theme is "Giving for Good in the Neighborhood" and is loosely based on the Mr. Roger's theme.
 - A sample poster was emailed out prior to the meeting to council members.
- **Leadership Breakfast:**
 - The Leadership breakfast will now be a virtual "kickoff/leadership" breakfast to be held on September 10, 2020.
 - CFD will set up an online RSVP link where volunteers can request a breakfast box (coffee, pastries, etc.) to be delivered or picked up in the Thurston County area. For outlying areas we will work on getting Starbucks cards so those volunteers can still grab something and watch the event.
 - Secretary Wyman will be attending the event and we are still working on having Mike Tice as the keynote speaker.
- **Masquerade Ball:**
 - The ball is paused this year and will be re-evaluated again next year.
 - It was suggested that maybe we ask previous attendees to donate the cost of a ticket this year instead.
- **Online training:**
 - Jerika Ferguson is working with a new program to create online trainings for volunteers to watch this year.
 - We will also be holding "live" WebEx trainings a couple of days for those that might have questions for the CFD.

Budget vs. Expenses in 2019:

The administrative fee for the year was 10.9% (partly due to the UW contract having 5 payments this year instead of 4. One was a rollover from the 2018 year).

Disbursement in 2020:

The disbursement detail sheet will be sent out at a later date.

Discussion:

- Online fundraising ideas to maintain/increase CFD general fund:
 - Add a "Give \$1" donation button for the CFD when someone makes a donation.
 - Have language to "buy down" the administrative costs by donating directly to the CFD
 - Have a direct link to give to the CFD on the homepage.
 - Seek out matching donation sponsors.





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- Thoughts on engaging volunteers/donors online:
 - Jim Cooper indicated virtual fundraisers have been successful for other nonprofits.
 - James Reddick suggested virtual concerts have also been successful.
 - Zoom/WebEx meetings, the audience is more captive.
 - Create a YouTube channel that houses charity videos. Could have a weekly theme or one long video encompassing many charities.
 - If the charity has a video, provide that link in the search engine under the charity.
 - Online/live art auction.
 - Outdoor flower sale or farmers market.
 - CFD calendar (volunteers submit photos).
 - A “welcome back” parade.
 - Giving grams.
 - T-shirt/mask logo wear sales.

Dates for future Advisory Council meetings in 2020:

CFD will look for dates in August and November to hold meetings and will email them out to the council.

Adjournment:



Secretary of State

Tim Wyma

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