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**ANNOTATED AGENDA
WASHINGTON STATE COMBINED FUND DRIVE
ADVISORY COUNCIL SPECIAL SESSION
June 2, 2017
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: Imelda Ang (WFSE Union Representation), Robert Coit (Thurston County Food Bank), Jim Cooper (United Ways of the Pacific Northwest), Kerri Everly (University of Washington), Mike Leonard (United Way of Thurston County), Melanie Manista-Rushforth (Northwest Spay & Neuter Center) Seth Miller (Department of Retirement Systems) and Randi Nandyal (Women United of Thurston County).

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

2017 Project updates:

- Marketing materials:
 - This year will be a superhero theme – Embrace your cape.
 - Posters will be bright and colorful comic book style featuring a few of our charity “heroes” (The Soup Ladies, Bloodworks, Summit Assistance Dogs).
- Podcasts:
 - Philip and Heather Lucas are currently formulating a schedule for the podcasts, thinking twice a month would be good.
 - Will have topics for the months, for example: Golf for Veterans, Homelessness, etc.
 - An email will be sent out to charities for a first come, first serve opportunity to be a part of it.
- Events:
 - First campaign leader training was held on June 1st, two more are scheduled for June 13th and 15th.
 - Three golf tournaments are coming up: Labor & Industries Tee off for Kids, Dept of Corrections C.I. Golf Tournament and the DSHS Golf for Veterans.



Secretary of State

Kim Wyman

Making a World of Difference

- First week to give will have the \$5 Starbucks cards again from WSECU.
- The Football Auction is also currently being worked on.

- Higher Education outreach:
 - Drue Larson from Central Washington University got transferred to a new position and is not sure if she will still be able to work on the Combined Fund Drive.
 - Philip and Stephanie Horn will be making appointments to meet with Eastern Washington University, Western Washington University and Washington State University this year to talk about the Combined Fund Drive.
 - Working on having a section on the website for Higher Education to go and get help with their campaigns, one geared more towards that environment instead of state offices.

- Retiree giving rollover:
 - Mathew Edwards has left the Secretary of State's office for another agency so the timetable is now unknown and pushed back.

2016 Donor Survey Results:

- Heather presented the committee with the detailed survey results.
- Survey was emailed to campaign leaders to send out to staff, participation was about the same as the last time we sent it out.
- The question about volunteering on the clock got the most responses/comments.
- Below are some highlights:
 - Q2: Which statement best describes why you did not participate in the CFD in 2016? *Too much pressure to give.*
 - Q3: How many CFD fundraising events did you attend at your agency in 2016? *This time more than two was the highest percentage, last time only two events was.*
 - Q5: What method did you use to sign up for payroll contribution? *More donors are giving through online now.*
 - Q7: Please select the statement that best completes this sentence: Logging into my CFD account was...*Fairly simple and easy, some donors did not even know they had an online account.*



- Q8: Please select the statement that best completes this sentence: Searching for a charity using the CFD search engine was...*If the name was not exact, it was sometimes hard to find. More would like it to be similar to the Google search with "approximate" name.*
- Q11: How did you find information about the charity you chose to give to? *Other, was the most common answer right after the CFD charity guide. Last survey 63% was from an email from the CFD and this survey it was 15.45%.*
- Q12: How did you hear about the 2016 CFD campaign? Please check all that apply: *Posters and fundraiser are the most common. This survey showed more directors are getting involved in promoting the campaign.*
- Q14-16: Regarding state employees received paid time to volunteer for a charity: *Answers were either yes or no, very few in the middle. Mostly positive comments, it would boost morale amongst co-workers. A lot of private companies do it. The no's indicated that the perception would be wasting tax payers money.*
 - The committee had these comments on the subject:
 - Might need to be an executive order and not legislation.
 - Would be hard to get off the ground but once established would just be the normal practice.
 - Maybe send a survey out to agency directors for their opinion on the subject.

Questions/Comments:

- Robert Coit brought up that the administrative percent was 7.8% for the year and that we should be proud of that.
- The council asked how many questions we got about the administrative cost.
 - Not many, we send out instructions with the donor reports with what every column means and the fee column is included in that.
 - It was suggested that we put the actual administrative cost for the quarter in the report instead of the charities having to do the math.
- Jim Cooper mentioned an article on Guidestar on how to word administrative costs and said he would email it to Philip.
- It was also noted that the CFD was not listed as a state benefit. *Heather will look into getting it added.*

