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

August 1, 2021
8:00 AM – 10:00 AM
Via WebEx

Welcome and introductions:

- Kim welcomes the group. Heather starts a roll call to introduce the new CFD Advisory Council. Starts with Shannon Glenn. Shannon works for Puget Sound Energy and is the Senior Engagement Representative for Puget Sound Energy. She was interested in the CFD Advisory Council because she used to work for a community college that was both a recipient and participant in the CFD. Alan runs the Clark County Food Bank. He became interested in the CFD Advisory Council because he is interested in helping to create a culture of philanthropy and wants to contribute the unique perspective of SW Washington. Tara-Lynn works for the Department of Ecology and new to the state. She used to work in the health care industry. Tara is excited to be part of the team and has over 25 years of working with nonprofits, fundraising. Kara Gabriel became involved with the CFD because of her work with unions where they developed an emergency assistance fund. Kara believes that being able to work across the states is exciting. Carol Doane's interest in the CFD is how we can connect with people in how we can care about communities and the options to help. Carol is excited to learn from everyone. Mike Tice and his wife has a foundation and recently had a celebrity golf tournament for the Boys and Girls Clubs in Thurston County. The major portion of funding will happen in Washington State. Beth Bellow is the Program Manager for annual giving for Seattle Children's Hospital and believes that being of service to her community is important. John Miles works for the Department of Revenue. John loves generosity and wants to promote it all the ways that he can. Bonnie Jacques has been with CFD for several years. Brian Newberry was not very familiar with the CFD program prior to applying for the Advisory Council. He works with the Girl Scouts of Eastern Washington and Northern Idaho and is responsible for 65,000 miles of territory. Brian is excited to be a part of a diverse group. RaShelle Davis, senior policy advisor for Governor Inslee, thinks that being part of the CFD right now is exciting because of increased need due to Covid. This is Sheri Nelson's first meeting and she is excited to be a part of it and thrilled to see all the new folks. Stephanie Prentice has been part of the CFD for 10 years. She says that it has been cool to see the transformation of the team and that it is cool to see where the CFD has been and where we are going. Stephanie is excited to have folks from across the state. Kim Wyman wants to thank everyone for stepping up and being part of the advisory council. Kim says that the CFD has looked at how we could use our resources better and that we're really trying to be purposeful and mindful of representation across the entire state by tapping into everyone's knowledge and experience. Kim thanked everyone. Robert informed everyone that meetings are open to the public and mentioned that we unfortunately are not



Secretary of State

Kim Wyman

Making a World of Difference



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joined by Jim Cooper. Robert has been in the Program Manager role for 6 months. He is proud of the Advisory Council of taking the next step. The CFD is proud of the key partnerships included in the council and tried to involve as many diverse backgrounds as possible. The CFD tried to have a well-represented group and we are excited about that.

Attendance:

Council Members Present:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Beth Bellow (Seattle Children’s Hospital) | <input checked="" type="checkbox"/> Bonnie Jacques (Dept. of Social & Health Services) |
| <input type="checkbox"/> Jim Cooper (United Ways of the Pacific NW) | <input checked="" type="checkbox"/> Jolyn Mason (University of Washington) |
| <input checked="" type="checkbox"/> RaShelle Davis (Office of the Governor) | <input checked="" type="checkbox"/> John Miles (Department of Revenue) |
| <input checked="" type="checkbox"/> Carol Doane (Woman of Wonder) | <input checked="" type="checkbox"/> Brian Newberry (Girl Scouts of E. WA & N ID) |
| <input checked="" type="checkbox"/> Kara Gabriel (Central Washington University) | <input checked="" type="checkbox"/> Tara-Lyn Poole (Department of Ecology) |
| <input checked="" type="checkbox"/> Shannon Glenn (Puget Sound Energy) | <input checked="" type="checkbox"/> Mike Tice (Mike Tice Foundation) |
| <input checked="" type="checkbox"/> Alan Hamilton (Clark County Food Bank) | |

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"/> Marketing & Social Media | <input checked="" type="checkbox"/> Secretary of State, Kim Wyman |
| <input type="checkbox"/> Fiscal (Vacant) | <input checked="" type="checkbox"/> Deputy Secretary of State, Sheri Nelson |

Others Present:

- James Reddick (Retired State Employee & PARC Foundation)

Minutes review:

The minutes from the June 11, 2021 meeting were reviewed and accepted.

CFD Status Updates:

- Personnel updates
 - Robert stated that when we are fully staffed we have 4 individuals that work for the CFD. The CFD is a governmental nonprofit that is housed under the OSOS. As the program manager, he oversees the program and the budget. Erin is the first line of customer and volunteer interaction. The CFD just filled it’s marketing and training position. They will be starting on Sept 13 and would normally run the trainings and would be the primary individual to create marketing content. Final position is our fiscal specialist position. Primarily reconciles all our accounts. Heather and Stephanie have



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been fulfilling that role. Has been a tough position to fill and has been reposted. The position is challenging as people are wanting to work remote. We need individuals that can be with us in the office. Secretary Wyman has been looking at positions as far as what can be fulfilled remotely when needed.

- Website updates
 - Website may look a little messy and is homegrown. Hopefully will be going through a website migration. CFD website is a home grown system and will be migrating to a platform called DRUPAL (similar to Word Press). CFD has done a lot of clean up. Our previous team had a habit of keeping everything which has given Robert an exercise in data management. Stephanie and Robert reviewed 600 pages and reduced it down to 100. The CFD has been trying to go through an internal audit to make sure links work. Kim mentioned that in 2004 the CFD website was cutting edge. The CFD has been working on condensing down webpage content and keeping things simple with less clicks. We are trying to decide who we are creating the website for: donors, charities, volunteers.
- Donor Management System update
 - Donor management system is a homegrown system that was created in 2004. Our IT folks starting talking to all the other agency's IT folks, and even though we are all a part of the state system we have 14 different payload systems. State, higher education, community college, etc has their own payload systems. We have multiple band aides holding the system together that creates a lot of manual labor on our end. If someone is a donor that was in the Governor's office, but then moved to Treasurer's office their donations should follow them. Sometimes transfer happens, sometimes Erin has to manually input, sometimes donor experiences login issues. The CFD is looking at Software as a Solution. The CFD had an amazing robust system that one person knew how to use, but they have now left and now we are experiencing a lot of inconsistencies. Hopefully we will be moving that system over. If you are an IT individual you know that we need to fix the front end for easier user experience so that donor do not get frustrated. We are working on how we can remain easy and effective for donors. We have a project manager that is working with Heather and Robert and starting with a system needs document to determine what we need the system to do. Online giving has been shifting and we are needing to implement more features that we need to incorporate to create a robust solution. Any time the legislature funds a project we have to present the budget to an IT oversight committee, which is followed by an RFI (Request for Information).
 - Brian asks if the CFD is experiencing what the Federal giving program has experienced with dwindling funds – SAAS (software as a solution)
 - Robert stated that data shows we peaked around that time 5.8 million. We have been on a steady decline with donor dollars raised. We have seen slow decline. What we have noticed is that donation participation



has slowly started to go down. We aren't trying to say we raised \$10 million, we are more excited about state employee participation and creating sense of community giving. The CFD is focusing on small consecutive donations vs large. At our peak in 2018 we had a little over 17,000 donations. This year we have 15,000 donors and part of it may be because we are not current with the times. What has naturally occurred is that individuals have retired. We aren't doing quite as good a job of replenishing donors as folks are exiting the system.

- Kim really appreciates Robert's fresh perspective and his focus was on data. Show me the data and show me the trends and what can we learn from it. Kim didn't think it was a priority before. You can't know where to go if you don't know where you are. There is a very big shift with donors. Tapping into retirees and where to go from there. We are good at throwing parties and events but it's not sustainable. We have to be sustainable and relevant. This advisory is so important in that we have the data, now how we can learn from it, and use it to create a new vision of the future.
 - Robert says that it's challenging to pull data from our system to analyze our own trends because we can't pull data in a clean way.
- Robert shared Donor Management System options:
 - Right now we don't have an audit trail. Can't tell if donor or CFD staff made changes. Need an option where we can pull data
 - DonorPerfect
 - Blommerang/Kindful
 - Donor Snap
 - Blackbauds Raisers Edge NXT
 - Charity Engine
 - Compass 360
 - Alan would like to look into donor experience and the impact that they have with charities
 - Robert believes oratory donor experience would be important
- Kara is not seeing a sense of security. Security layer may be important to consider when moving forward.
 - Robert - We allow charities to sign up for SWV number and is secured through OFM. We have some of those security features available but need to convince a few charities to jump through the bureaucracy to access these secure measures disbursement.
 - What is difficult is that we collect money and then distribute money. Layers of being an employee within a state agency and the pride with being part of that larger system is complicated.



- Legislation approved a budget package of approx 1/2 million to create a new donor management system
 - Package includes having a dedicated IT project manager
 - Hoping to have the new/updated system run concurrently alongside the old to test/identify any weaknesses
 - Kudos to last team that identified many of the system needs in order for it to function for all groups involved
 - Donor Management System will be hosted by a third party so that it will be able to function smoothly during any employee turn overs
- 2021 Budget
 - We only distribute money on a quarterly basis. We have since disbursed money collected from January through June. Budget is slightly lagged because it doesn't show July expenses. Slightly down from last year but we knew that as the pandemic continues people are starting to look at their budgets and the panic people felt with possible losing their jobs also had folks cancelling their donations. We are slightly under, but our 4th quarter is our largest quarter and that is when we spend a lot of time getting folks engaged. Our Q4 is usually our largest month when it comes to fundraising and getting people signed up. We have interest that accrues. We collect money that sits in our account prior to disbursement. The interest earned helps our administrative costs. UW has charity of choice for of their campaigns. We do refund individuals. Sometimes it happens out of the quarter which hits our administrative cost. The CFD policy is that we refund for open quarters, but discuss case by case basis for those who request refund outside the quarter where disbursement already occurred.
 - 4 staff on salary and a portion of Deputy Directors salary is also include in costs for annual budget.
 - We have a few big contracts – one being DSHS. DSHS raises \$500,000 in donation funds. Budget is a stipend and some supplies. UW is another contract
 - Even though we are a government asset we still pay DES for use of their resources
 - We have done some fundraising and expenses associated with those fundraisers because of reimbursements that were submitted after the 2020 fiscal year so it is now a part of our 2021 budget.
 - Explaining to volunteers that they need to cover their costs unless it is nominal
 - At this current snapshot in time our current administrative cost is 11%
 - Brian wanted to verify benefits package of \$60,000 for 4 employees and Stephanie. Girls Scouts benefit package is \$7,000 per employee.
 - Robert stated that state benefits are higher and may include retirements, dental, vision, health which is why it is a little more than standard. Number may be bloated because of not being fully staffed and making a prediction of what it may be. We are proud that our admin fee is typically 10% or lower.
 - Will be sharing 2021 budgets with everyone later.



- Stephanie states that where we can offset costs, we do so, so that charities are not hit with admin fees. The OSOS office also helps with costs.
- Donations down approx. \$100,000 so far
 - Trend is attributed to having a few IT hiccups as well as potentially new state employees starting during the pandemic that might not know about the CFD
- Salary budget is lower since new hires started later in the year and CFD is also not fully staffed so their salaries are also partial
- Travel is at 0% because of pandemic and conducting all trainings remotely
- Reimbursement 2021 budget appears high, but we are working on reevaluating reimbursement process to agencies
 - Currently agencies are allowed to do fundraisers and seek reimbursement which is built into our administrative cost
 - One agency had conducted a large fundraiser during the 2020 campaign year, but did not submit A-19's until 2021 which in turn affects 2021 campaign year and our administrative costs
- Jim suggested having a balance sheet to go along with the budget once fiscal team arrives.
 - Secretary Wyman and Robert Lane agrees and looking to have those details available
- Sponsorships
 - Currently we have 2 sponsors. We have WSECU which typically sponsors between \$10-\$15,000. What it has been used for is as an incentive for our First Week to Give Campaign. Bulk of funds received is through monthly deduction. Has been a good tool with engaging/getting more donor dollars. Our other sponsor for the last several years has been TwinStar Credit Union and has usually donated around \$10,000 and generally covers our Leadership Breakfast. Our Leadership Breakfast is our annual campaign kick-off where we have charity speaker, charity speaker, program manager presentation which in the past has had 500 guests. That money used to go towards the event costs. Meconi's has donated food to our past CFD volunteer trainings. And Seahawks has been a sponsor in the past. These are our main corporate sponsors.
 - What are the untapped markets that might be a good fit for us? We don't qualify for Alaska Airlines because we are considered a third party charity. We can do a good job as far as what we can actually give them. State employees cannot be solicited.
 - CFD is a 170 C 3 which is a governmental nonprofit.
 - 2022 sponsorship growth is going to be a higher focus. State insurance companies are a possibility, but we need to check with our AAG to make sure that we are following all guidelines.
 - Are there sponsorship options that would resonate from different regions?
 - We want to approach sponsors when tools/website/donor management system is on an upward progress before approaching them



2021 CFD Campaign:

- Recap of the Year:
 - Budget – we are slightly under but something that we can catch up on. Ultimately there are going to be growing pains. Robert expects our numbers to have a short term flex down, but an ultimate flex up.
 - Big shift in terms of in person fundraising to virtual fundraising. Moving processes from cash handling to credit card.
- Statistics on Trainings, Events, Fundraisers.
 - CFD Campaign Leaders are usually the point person that logs all fundraisers and oversees all of the agency fundraisers. Local Coordinators are agency division volunteers
 - Campaign Leader Training: 79 registered. Local Coordinator training: 307 registered. Leadership Breakfast: 269 signed up. UW, Jolyn and her team, creating a virtual charity fair – October 12th
 - Overall getting good feedback for trainings
 - We are honoring past work, but also saying how can we do this better? We are working on continuous improvement – what can we do better or only for the betterment of the organization itself.
 - The CFD wants to continue celebrating everything that we've done in the past and then making informative decisions moving forward and analyze how can we be good stewards of donor dollars.
 - Will have one more CFD Advisory Council before the end of the year

Questions?

- Brian: CFD is mostly targeted toward state employees. To what extent does the CFD go beyond state employees?
 - Robert states that Snohomish PUD is partner. The CFD is hoping that new donor management system will make it easier to add on other donor types but since our back end system is so unsteady we are hesitant to add on other donor types so our focus is on State employees and retirees.
 - Kim: We have some rails around but we are trying to think about of the box for the future.
- No other questions

Adjournment:

- Adjourned on time

