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**WASHINGTON STATE COMBINED FUND DRIVE
ADVISORY COUNCIL SPECIAL SESSION**

September 1, 2017
10:00 AM – 12:00 PM

Welcome and introductions:

Philip Kerrigan called the meeting to order and welcomed all in attendance and presented Karen White with a CFD challenge coin for all her years of helping with the CFD.

Attendance:

Council Members Present: Robert Coit (Thurston County Food Bank), Jim Cooper (United Ways of the Pacific Northwest), Mike Leonard (United Way of Thurston County), Seth Miller (Department of Retirement Systems) and Randi Nandyal (Women United of Thurston County), Karen White, and Polly Zehm (Department of Ecology).

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

2017 Year-to-date updates:

- Financials:
 - Heather Lucas handed out copies of the total disbursed amount so far, expenses through the 2nd quarter, administrative percentages and a year-to-year comparison.
- Goals and Objectives:
 - Retiree Giving
 - October 1st, 2017 will be the start date for the new process.
 - Letters and emails were sent out to all employees who might be coming up on retirement soon.
 - With Matthew no longer our IT person, it will be more of a manual process on the CFD side.
 - Higher education outreach
 - Philip and Jerika Ferguson met with Whatcom Community College and their foundation and volunteers to work on a campaign that will run all year to include the foundation and a theme charity with each fundraiser. They will use that model when meeting with other schools to try and gain more interest.
 - They also met with Washington State University who liked the “First week to Give” campaign.



Secretary of State
Kim Wyman

Making a World of Difference

- As of now, community and technical colleges seem to be more receptive to the CFD but the universities have been harder to break into and talk with.
- Policies:
 - The June WAC hearing resulted in the “definitions” being changed to allow campaigns throughout the year.
 - New WAC’s will be official in about two weeks.
 - Recurring Limited time donations will no longer be an option for donors, it is being removed.
 - Heather emailed the donors who had recurring limited time donations in August asking them to update to either a monthly or limited time donation. So far about 80% have changed to a monthly and she is still waiting on about 33 people to respond with their choice.
- Marketing:
 - Jerika presented the marketing materials for the upcoming campaign: wristbands, rack cards, thank you cards, charity guides, small and large posters.
 - This year’s posters will have a comic book like storyline on them.
 - The Friday Flix highlighting different charities will be sent out again this year.
 - New this year, every couple of weeks a Podcast highlighting a couple different charities will be sent out as well.
- Promotions:
 - Masquerade Ball
 - \$32,000 was raised last year, we think we can beat it.
 - This year we will have casino table sponsors for \$200 per table to help cover the cost of the casino night portion.
 - We will only be doing pre-sale tickets this year, no at the door sales.
 - It has been soft launched on Facebook to start getting people interested.
 - Golf for Good tour
 - Labor & Industries proceeds will go to Boys and Girls Club of Thurston County
 - Department of Corrections, Correctional Industries tournament was a huge success and raised about \$20,000 for Farestart and the If Project.
 - DSHS Golf for Veterans tournament is scheduled for September 16th at Eagle’s Pride in Dupont and proceeds will go to Homes for our Troops.
 - Philip would like to get a golf tournament going on the eastside next year if possible.
 - Football Auction
 - Last year we raise \$4,500 and it so far this year bids are totaling \$5,300 with a few days left on the auction.



- Hurricane Harvey relief
 - So far over \$22,000 has been raised.
 - An email from Governor Inslee will be going out in a few days.
 - We will also be creating a “disaster relief” page that will have all the other disaster as well so donors can choose. This page will be able to be updated as they happen throughout the year.
- New and upcoming promotions
 - Buffalo Wild Wings happened in July, we got 20% of bill if CFD was mentioned. Still waiting on the final numbers.
 - Limeberry Froyo days, we get 20% of the bill if CFD is mentioned at the Lacey and Tumwater locations for a week.
 - Rainier’s baseball games.
 - Department of Health garage sale.
 - First Week to Give will roll out with a video done at Drip Coffee showing us “paying it forward”.
 - CFD hero shirts will be available for purchase.

2017 remaining project:

- Volunteer match website
 - We are working with Compass360 on a volunteer match program and below are a few of the suggestions/ideas for the page:
 - Criteria for volunteering needs to be descriptive.
 - Work with volunteermatch.org to get some ideas on what works and what doesn’t.
 - Have some kind of follow up or review by both the volunteers and the charities.
 - CFD can send a follow up email reminding to log volunteer hours in the system.
 - Provide whether or not it is kid friendly for those volunteers wanting to bring their family along.
 - Have a way to show if it is a one-time project or recurring need.
 - Have filters to help volunteers find something that fits them.
- March Madness online bracket
 - Working on setting up a March Madness bracket online.
 - Would be \$5.00 per bracket, with the ability to purchase multiple brackets.
 - Winner would get to pick the charity the money is disbursed to. With the possibility of breaking the amounts up to 4th place so more than one person can choose a charity.

Roundtable discussion:

- Connecting donors to charities better
 - This topic was tabled for a future meeting.

