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

September 21, 2018  
10:00 AM – 12:00 PM

**Welcome and introductions:**

Stephanie Horn called the meeting to order and welcomed all in attendance.

**Attendance:**

Council Members Present: Robert Coit (Thurston County Food Bank), Sarah Lloyd (SafePlace), Jim Cooper (United Ways of the Pacific Northwest), Bonnie Jacques (Department of Social & Health Services), Seth Miller (Department of Retirement Systems), James Reddick (Retired State Employee and the PARC Foundation) and Chris Wells (United of Thurston County).

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

**Minutes review:**

The minutes from the June 8, 2018 meeting were reviewed and accepted.

**Advisory Council review:**

Philip Kerrigan gave a brief overview of Advisory Council's role.

- When the CFD was at Department of Personnel there was a state a larger state committee but when moved to the Secretary of State's office in 2010 Sam Reed turned it into a smaller advisory council.
- The advisory council is here to share opinions with CFD staff - we need to know if things are working or what could be done to improve our relationship between the nonprofit world and our state agency donors. Please don't be afraid to share your opinions with us.

**Quarter 1 Review:**

- **Disbursement details**
  - Heather Lucas handed out a sheet with the disbursed amounts and administrative percentages from 2015 through 2017 for the committee members to review. The 2nd quarter administrative percentage was 18.60% and the 2018 Annual Administrative percentage average is about 15.05% as of now but projected to have an overall average of 9.01%.



Secretary of State

*Kim Wyman*

Making a World of Difference

- **Retiree giving update**
  - Heather also handed out information on how retiree giving has increased since the new “opt out” policy took effect in October 2017. So far the amount of donors as more than doubled and keeps increasing every month.
- **Training survey results and ideas**
  - Trainings have all been done.
  - Surveys were filled out at trainings this year instead of an online link being sent afterwards which resulted in a higher participation.
  - Trainings themselves were marked high, only areas to improve were some of the locations and the parking availability at those locations.

#### **Marketing:**

- Jerika Ferguson talked about the following upcoming events for the campaign.
  - Daily Drip Podcasts will be airing during the campaign. These will be quick 10 minutes that highlight our nonprofits in the program.
  - First week to give will be October 1<sup>st</sup>-7<sup>th</sup>. Any donor that ups their donation by \$5.00 or volunteers for \$1 will receive a \$5 Starbucks gift card donated by WSECU.
  - Masquerade ball is October 20<sup>th</sup>. The VIP speakeasy is already sold out and so far we are already at \$22,000 in ticket sales.

#### **Annual Plan review:**

Philip Kerrigan handed out the Annual Plan and went over the goals below and asking for the council’s input on each.

- **Goal #1: Create a Volunteer Match Application to help increase the number of volunteer hours logged by state employees through the CFD to 12,500 hours.**
  - Possibly use an existing software such as: Hand on Network, Volunteer Select, Philanthropy Cloud or Benevity.
  - Would charities actual use the software provided by the CFD?
  - Would need to make sure it was a handoff to the charities and not an automatic volunteer as some charities need to train volunteers or have them sign a liability waiver.
  - Concentrate more on getting the hours currently being volunteered to be logged.
  - Possibly have the charities send us a feed of their volunteer needs that we can post for them.



- Goal #2: Create and implement tools that allow the CFD to become a better resource for charities.
  - The charity resource page has been updated to include the following links:
    - Welcome packet
    - Direct giving link generator
    - Speakers bureau has come back
    - Link to add events to the CFD events calendar
    - Helpful videos
    - Online tools – place to download CFD logos, etc.
- Goal #3: Lower costs associated with CFD events and general operations.
  - How do we up the nonspecified funds without hurting the other charities that are chosen for a fundraiser?
  - Try to come up with ideas on how to educate donors on administrative costs.
- Goal #4: Apply newly developed campaign strategies to targeted schools, increasing dollar and donor amount at each target institution by ten percent.
  - Packets have been made for each college showing what it would take to raise donor participation by 10% (Western Washington University packet was handed out as an example).
  - Possibly get a school foundation member on the advisory council.

**Adjournment:**

