

King County Combined Fund Drive Steering Committee Minutes

Tuesday, April 4, 2017 Ballard Conference Room

In Attendance: Curtis Bronson (WSDOT Alaskan Way Viaduct), Alex Stone (Summit Assistance Dogs), Jolyn Mason (UWCFD), Kerri Everly (UWCFD) Mike Morris (DSHS), Philip Kerrigan (CFD), Jerika Ferguson (CFD), Julian Yaeger (United Way of King County) and Jessica Hatch (DSHS) & Lauren Lane (Ronald McDonald House)

Attendance via phone – Hoang Tran (DSHS)

Welcome & Introductions

Action Items Review:

- Jolyn will include article about Special Olympics & link to Bertha stream for committee.
- Jolyn will check with FareStart re: catering our Kickoff Breakfast
- We could still use a couple of members on our Campaign Coordinator Training Subcommittee. Please let Jolyn know directly if you are interested in being on this Subcommittee

Recognition Event Debrief

- People love the animals/horses
- 1st break was good, but hard to rally people back after 2nd break.
- Liked the games and parlor space.
- Liked stage in the round – take advantage of it.
- Good food
- Fun games
- Liked location – central to all
- Parking was ok
- Hard to get people started playing games, but once they started, they had a good time.
- Have a longer 1st break and no 2nd break
- Like bandanas
- Work on getting more nominees from other state agencies besides UW
- Do you think people would be willing to go to VMAC (Seahawks training center in Renton) for the event?

Outreach & Learning

- Big Brothers/Big Sisters
- Kids Charities
- Hunger related charities
- United Way of King County (newest issues)
- Special Olympics (here's the story Curtis was talking about - <http://people.com/celebrity/arnold-schwarzenegger-response-troll-insulted-the-special-olympics/>)
- Off-site
 - Summit Puppy Graduation
 - FareStart Graduation

Budget

- Costs for recognition event are in. The budget looks good.

State Report

Marketing, Development, Volunteer & Outreach Status Report

- Currently designing materials for campaign. Theme is “Embrace Your Cape” – pop art style with a story arc featuring donors, charity and recipient.
- Video Content – will have the usual funny videos for the campaign and will do 10-12 videos that are charity focused.
- Events:
 - Well Read, Well Fed (in Olympia & Spokane) – April 1-15
 - This year, partnered with Barnes & Noble in Olympia
 - Would like to try and do this in King County next year
 - In June, partnering with Buffalo Wild Wings – will donate 10% of check to CFD
 - DOC Golf – August
 - DSHS Golf – September 21st
 - Boys & Girls Club Golf – July
 - CFD Fun Run – 9/21
 - Masquerade Ball – October 21st
- Twinstar did not pay for Seahawks tickets this year. Will talk to UWMC about directing their sponsorship money there.
- Working on clarification from the Ethics Board about solicitation guidelines.
- Masquerade Ball – will be expanding their Casino theme and invite sponsors to sponsor as individual table at \$200.
- Spokane had a Wine Night (with trivia) Fundraiser that netted \$3,500!
- WAC – making language changes to reflect the way the campaign works now – like disaster relief and what volunteers can and can't do. (May 9th)
- Exploring what it would take to allow:
 - 1 day off for paid volunteer time
 - Donating either sick or vacation leave
- Recruitment has begun - emails have been sent from the Governor and the Secretary of State.
- Matthew Edwards is leaving the CFD. He will be missed!
- Kick Off Breakfast:
 - Date is moved to May 11th – still starts at 8 – Keynote speaker is Ricardo Lockette. We will also have guest from the Buffalo Soldiers Museum and Bloodworks Northwest. Finally, we will have an opportunity to support cancer charities in honor of the leadership and guidance the Secretary of State gives to the campaign. Get well soon!

Member check in

- Jolyn – Finished her final auction volunteer gig. She's not doing it next year – for real. And, her husband just started a new job!

- Curtis – WSDOT is live streaming Bertha on their website - <http://wsdotblog.blogspot.com/2017/04/bertha-breakthrough.html>. She is about to break through! He has tickets for Circe Du Soliel on Sunday.
- Alex – Luncheon is this month – April 27 from 12-1. If you are interested in going, there is room at his table.
- Kerri – Planning 2 events this month – Cheerful Givers on 4/13 and an Earth Day event on 4/20. This year’s campaign theme will be “Giving Matters”.
- Jessica – Excited about bike season. She’s volunteering with the Evergreen Bike Alliance. She’s leading trail rides on Tiger Mountain in preparation for an upcoming race. She’s also working on planning a foster parent BBQ.
- Philip – Not a lot is going on. Enjoying time with his family.
- Jerika – Training for mountaineering first aid and getting out a hiking more.
- Mike – Won’t be at the Leadership Breakfast.
- Julian – CRE is over and the Softball Classic is right around the corner! His son is turning 2 and he’s been enjoying the nice weather.
- Hoang – Going to ask some folks at south county DSHS to join the Committee (woo-hoo) and is going to Shen Yun on Sunday.

Next Meeting: May 2, 2017, 9:00 AM - 10:30 AM Ballard Conference Room