

**King County Combined Fund Drive  
Steering Committee Agenda**

University of Washington  
UW Tower 4333 Brooklyn Ave NE, Seattle WA 98195  
Tuesday, February, 3 2015 Board Room – T 22  
9:00 a.m. – 10:30 a.m.

**In Attendance:** Brianne Kegley (UW PFS), Miriam Castro (UWCFD), Kerri Everly (UWCFD), Jeanne Lenz, (Employment Security Division), Curtis Bronson (WSDOT Alaskan Way Viaduct) & Alex Stone (Summit Assistance Dogs). Via teleconference: Philip Kerrigan (CFD state office), Annya Ritchie & Elizabeth Jackson, (Office of the Attorney General), Mike Morris (DSHS)

**Action Items:**

Philip will give Brianne access to Campaign Leader Reporting so she can generate county reports for planning.

**Recognition Event Planning:**

We are pretty much set for the event! There are only a handful more details to manage. Kerri hasn't yet been able to connect with Christie about the treasure chest and fishing booth. Kerri will bring a backup treasure chest and Liz will bring a backup fishing booth in case we end up needing them. Curtis will be able to bring a set of speakers, Liz will bring pirate music on her iPhone. She will connect with Curtis on more pirate music if she needs to. At last count we were at 107 guests. Kerri emailed the volunteer assignments list already. Let her know if you have questions. We plan to arrive at 4:00 p.m. to start setting up. Curtis and Gail will arrive as close to 4:30 p.m. as he can, will need help unloading etc.

**Budget:** The budget has been updated to reflect the appreciation event expenses including the catering and awards. We currently have \$850 remaining in the budget.

**State Report**

*Marketing:* Philip reports that their Give 12 challenge in conjunction with the Seahawks' run to the Super Bowl, raised \$800 in new pledges and created 69 new donors! He also reported that, because of their sponsorship support, they have been able to raise more than \$25K for the campaign! Marketing has produced a short thank you video of Give 12 challenge photos to send to the Seahawks.

Working on upcoming campaign theme, considering a "Made in the 80's" theme, with bright bold colors!

*Development:* Working with Twin Star Credit Union on another Gold level, \$10K sponsorship. Will ask for \$2K extra and use for the nonprofit rate for Seahawks season passes. Will be making a Gold level pitch to the WSECU. Red Wind Casino has agreed to sponsor the "Casino" portion of the Masquerade Ball at this year's coming.

*Volunteer & Outreach Status Report*

Planning a first week to give incentive for the upcoming campaign. Considering a donor incentive or drawing for those that give within the first week of the campaign.

Philip and office will be attending the county award events in the coming months. King County being the first to kick off. Spokane's will be on February 25, Thurston County on March 26, and maybe Whatcom as well.

*Overall Campaign Report & Updates:* Sent the 4<sup>th</sup> quarter distribution to the charities. Disbursed more money as costs were lower and more money was raised in that quarter. Overall, we raised \$5.2 million, which was \$20K over last year!

**March Meeting Reminder:** Our next committee meeting will be our annual meeting where we will debrief the campaign, the recognition event, and sign up for subcommittees. Kerri has asked that we incorporate goal setting into the meeting. Philip will give Brianne access to Campaign Leader Reporting so she can generate county reports for planning.

We would continue to like to pursue planning mini charity fairs around the state and follow the "bring the charity fair to the coordinators" model. Curtis has a great location, other venues would be Rachelle Parslow's venue at the WSCJTC and WSDOT in North Seattle. Miriam knows of a coordinator that has a big venue at the WSDOT in Bellevue that she will research as an east side option. The ferries building is another option to explore. Brett Wolfe is the coordinator that we can contact.

Curtis suggested that we also partner with conferences that are targeted to statewide audiences for alternative outreach opportunities. Curtis will send the information to Miriam, Kerri and Brianne for follow up. Statewide conferences would be an awesome avenue to talk about CFD to state employees during the off campaign season.

### **Member check-in:**

**Miriam:** Not really a lot going on. Pretty quiet around the CFD office. Preparing for a couple of UWCFD events in February.

**Curtis:** Has a big birthday, 65<sup>th</sup>!, coming up. He has invited anyone from our committee to attend his celebration at the Irish Man Pub on the 21<sup>st</sup> of February. His friend Oliver Mulholland will be performing there! Reports that he and his wife Gail got to babysit their new granddaughter by themselves over the weekend. They even got to feed her!

**Alex:** Busy ramping up for their big fundraiser luncheon on April 27<sup>th</sup> at the Waterfront Marriot!

**Kerri:** The final number raised at the UW is \$2.2 million! Added new donors this year, but participation held steady at 14%. The UWCFD office is wrapping up and looking forward! Alex inquired as to the amount of money raised for Summit, Kerri will send him his totals.

**Liz:** Became a grandmother! She has a new baby granddaughter named Faith.

**Brianne:** Reports that this year will be a struggle with balancing her work duties and CFD duties. May need to pull back slightly from some of the UWCFD meeting but, will work it out and be on board.

**Next Meeting:** March 3, 2015, 9:00 AM - 11:00a.m. Ballard Conference Room