

King County Combined Fund Drive Steering Committee Minutes

White Center CSO of DSHS.
9650 15th Ave SW Seattle WA 98106
Tuesday, April 2, 2013
9:00 a.m. – 11:00 a.m.

In Attendance: Mike Morris (Committee Chair, DSHS), Miriam Castro (UWCFD Staff), Brianne Kegley (UW Patient Financial Services), Kerri Everly (UWCFD Staff), Lauren Lane (Ronald McDonald House Charities of Western WA & AK), Philip Kerrigan (State CFD Office Staff), Dawn Sanquist, (CFD State Office Staff), Stephanie Horn (State CFD Office Staff), Megan Elmer (Bellevue Schools Foundation), Kris Raftis (United Way King County), Holly Morado (Office of the Attorney General), and Diane Campbell (Office of the Attorney General).

The committee welcomed guest Dan Story from the Community Service Office of DSHS King North Office.

Review March Minutes/Action Items:

Miriam will email the training subcommittee members to schedule the first meeting.

Miriam will check with Mike to determine where the May meeting will be held and communicate details to the committee.

Philip will work with Kerri on creating a flyer for us to use to promote the kick-offs.

Action Items Completed (prior month):

Miriam will send an email asking committee members for their interest in serving on the 2013 training subcommittee.

Philip wanted to have a campaign leader training in King County again and will follow up with Kerri to talk about a date and room reservations.

Kerri will contact Junelle, the campaign manager for KCEG, about co-partnering again for 2013 and the addition of the downtown location.

We would like a letter from Kim Wyman to go out to the nominees and winners asking them to consider joining the county committee. Philip will handle this for us.

Miriam will check with Mike to determine where the April meeting will be held and communicate details to the committee.

Campaign Kickoff 2013: The kickoff at the University of Washington (UW) will be October 16, 2013, from 11:00 a.m. to 2:00 p.m. in the Husky Union Building (HUB) North Ballroom. This is the same location as last year though the time is extended one hour per the comment card feedback. We will have the silent auction again with the proceeds benefiting the CFD general fund.

Kerri is continuing to work with Junelle from the King Co. Employees Giving Campaign (KCEG) to plan the two other kick off events, she is still awaiting dates. We will be partnering with KCEG on both a south and downtown location this year.

Training: This year's training subcommittee will include: Cathy, Miriam, Kerri, Karen, Alex and Leslie. Miriam will email the subcommittee members to schedule the first meeting.

The dates and locations for this year's trainings are as follows:

April 21 – North end location – TBD, the Bothell location we used last year was too small, will check in with UW Bothell, and the State Board Community and Technical Colleges Office in Bellevue. Ideally we would like something in Bothell or Kirkland. A charity location might be an interesting option; we will check the possibilities with charities up north.

August 22 – DSHS/ CSO, Kent Office

August 27 – DSHS Home and Community Services, Sodo Office

September 6, 10, 11, 18, 19, 30, and October 2, and 10 are reserved for UW campus trainings.

Budget: A note on the recognition awards: we actually spent less than previously reported, as the amount of an award was accidentally added twice. The purchase of a utility cart is reflected in the budget. Kerri is building the new budget and has a meeting with Stephanie to discuss; will be presenting to the committee at an upcoming committee meeting.

State Report:

Marketing Report:

- In the process of designing the new campaign materials; will continue the I Give theme again this year
- Will limit the poster sizes to 8.5 X 11 and 11 X 17
- Continuing to work with the Governor's and Secretary of State's offices for photos and statements for the charity guide
- Exploring the possibility of advertising on KCTS during the fall campaign

Volunteer & Outreach Status Report:

- Looking for a sponsor for the upcoming leadership breakfast
- Philip was able to secure the Columbia Room at the State Capitol at no cost to the campaign
- The date of the Leadership Breakfast is May 21, from 7:30 – 9:00 a.m.

Overall Campaign Report & Updates:

- Developed a new volunteer hours tracking module for the CFD site; the module is 95% complete. Volunteers will be able to input time spent volunteering; will try to encourage state employees to donate at least one day a year similar to the United Way Day of Caring concept. Planning to use existing search engines, such as VolunteerMatch.com to connect employees with volunteer opportunities in their areas. Employee volunteerism will be recognized by the state office.

- Also adding the CharityNavigator.org to the state site to help donors learn more about charities, look at financials and ratings, etc.
- Philip and Dawn are getting ready for Public Service Recognition Week. When the Productivity Board is reinstated, it will take on the planning for the Public Service Recognition events.

The 2013 dates are:

May 8 in Olympia from 11:00 a.m. – 1:00 p.m.

May 9 in Spokane from 11:00 a.m. – 1:00 p.m.

May 9 in Tri-Cities from 5:30-7:30 p.m.

- Volunteer steering committees were invited to a special committee recognition lunch with the Secretary of State Kim Wyman on April 19, 2013. Volunteers will be able to meet Secretary Wyman and enjoy lunch with her in her office.
- Working with Dan Story's office to plan the upcoming DSHS Division Golf Tournament Fundraiser. Will invite the Secretary of State and other dignitaries to participate. Currently looking for businesses to sponsor the event.

Development:

- Putting sponsorship packages together. Will be more event focused. Currently looking for sponsors for Leadership Breakfast and Campaign Leader trainings.

Committee Chair Recruitment:

Mike invited Dan Story to attend today's meeting to get a feel for the work of the committee. Mike will follow up with Dan to see if he is interested in leading the committee.

Next Meeting:

Meeting will be held Tuesday May 14, 2013. **Note the May meeting will be the second Tuesday of the month.**