

King County Combined Fund Drive Steering Committee Minutes

White Center CSO of DSHS.
9650 15th Ave SW Seattle WA 98106
Tuesday, February 5, 2013
9:00 a.m. – 11:00 a.m.

In Attendance: Philip Kerrigan (State CFD Office Staff), Dawn Sanquist, (CFD State Office Staff), Mike Morris (Committee Chair, DSHS), Miriam Castro (UWCFD Staff), Kerri Everly (UWCFD Staff), Brianne Kegley (UW Patient Financial Services), Krist Raftis, (United Way King County), Lauren Lane (Ronald McDonald House Charities of Western WA & AK).

The committee welcomed new member, Leslie Rothbaum, from the Seattle Attorney General's Office. Welcome Leslie!

Review November Minutes/Action Items:

The committee reviewed the minutes. Miriam added a new section to the minutes - the Action Items Completed. It will contain a list of the previous months completed action items. Those completed action items will drop off the minutes the following month.

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 March meeting will be held and communicate details to the committee.

Action Items Completed:

Miriam will type up the list of nominees to send to Dawn to print. We would like the team certificates to be printed in gold and the nominees to be printed in blue. Per previous years, each team will get one award and each team member will get a certificate. All the other winners will get an award and no certificate. All nominees will receive a certificate. Dawn will bring the printouts to the Feb. 5, 2013 meeting for Mike's signature.

Kerri will work on ordering the awards and she will send the committee some choices to vote on.

Philip will send a follow-up survey to campaign leaders and local coordinators (**excluding King Co.**) after trainings are completed for 2012. (Survey was inadvertently sent to King County coordinators.)

2013 Appreciation Event:

Kerri sent around examples of some of the completed event items such as a picture of the award, the program, noting the time change of Secretary of State Kim Wyman's speaking opportunity, and the insert of all the nominees.

Some new addition to the program include: Karen White, our master of ceremonies, will do a call to action, asking the guests to bring their volunteering to the next level by joining the King County Steering Committee. Kerri printed committee volunteer interest cards for people to use to indicate their interest. To help our efforts, Stephanie will be creating three welcome baskets filled with goodies for any new members that are willing to sign-up at the event. We have asked our newest members, Leslie, to be a "plant" in the audience. When Karen calls for

action, we have asked Leslie to indicate she is interested in the committee – hopefully sparking excitement from the audience.

Another new addition: Karen will have a special presentation from a select charity which will describe how the CFD has impacted their work.

Kerri and Miriam did a walkthrough of the Pyramid Alehouse venue last week and made final arrangements with the event manager. Decorations will be minimal as our theme is alehouse related. Kerri has ordered balloons which will be delivered to the alehouse to be tied to the back of chairs around the room. We won't need the large CFD vinyl banner, though we will use the table cloth for the check-in table. Due to the way the room will be arranged, we will have to place the speaker's area in the middle of the room. There will be free parking at the event. Miriam will make sure to let the attendees know in her reminder emails to the guests.

Last year, we had 122 guests register for the event. Currently, we have 163 and are expecting the usual 25-30 percent no-show rate, though we are a bit concerned that there may be a higher than normal attendance rate due to the high profile speakers. To be on the safe side, we will plan for 140 dinners.

Kerri passed out the volunteer sign-up sheet, though at the moment there are enough volunteers to help. If anyone wants to sign-up anyway, please do so.

We were brainstorming on small party favors for the guests. We thought about giving them each a nice pub mat featuring pubs around the world. Dawn brought up the idea of getting beer mugs. There are large steins from the Dollar Store for only one dollar. Kerri, Philip, and Dawn will check out the stores after the meeting.

Budget:

There is no change to the budget from last month as we haven't paid for anything yet. There will be changes on the next month's budget as the costs associated with the recognition event will be paid. Overall, we are spending quite a bit less on the awards and for the event than we did last year.

Committee Recruitment:

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.

The state office is working on sending an appointment type letter to agency leadership from the governor's office asking them to appoint committee volunteers, support the program, and to appoint a dedicated fiscal specialist.

We would like to see more emphasis placed on promoting the county committees at the upcoming Leadership Breakfasts on April 23, 2013. We were a little disappointed at last year's event as there was no call to action for committee members though we were told an emphasis would be made. There were also very few agency heads in attendance last year. Mostly, there were campaign leaders.

This year, the breakfast will be handled differently. It will also be held in a different room that will hopefully draw more agency heads and more attendees. The committee feels like it would be effective if an existing committee be the one to do the call to action. Philip suggested having Whatcom County share their success story of their experience of their campaign when they developed their volunteer steering committee.

Philip would like to see a similar breakfast event be put on in King County.

As a reminder, we need to find Mike Morris' replacement as King Co. Committee Chair as he has resigned due to his new promotion and limited time he can spend on the committee. Mike had a conversation with long time committee member, Cathy McAvoy, though her current position will not allow for her to assume the duties of chair. Mike and the King Co. committee ask that the state office please be involved in recruiting a new chair.

In the meantime, Mike has agreed to continue to be a member of the committee, and to also let us use the conference room at the White Center location though he will be moving office locations soon. Miriam will check with Mike to determine where the March meeting will be held and communicate that to the committee.

Mike also gave Philip the name of a possible chair for the Snohomish County CFD.

State Report:

Volunteer & Outreach Status Report: The state office has received preliminary data on the survey that was sent out to all King Co. volunteers with the exception of UW volunteers. There were three main issues that stood out:

1. Charity Guide – 90% of the volunteers still use, and would like to continue to use, the charity guide in their campaigns. The state office will continue to provide a guide, but it will be a scaled down version, no more than 75 pages and printed in newsprint. There will also be a cool PDF version available online for print for those employees with access to computers.

The state office is also working on a strategy for how many guides to send to volunteers. As it is, coordinators are not sure how many to order for their departments and usually order what was ordered the year before which isn't always accurate – they need guidelines to use when ordering. The state is considering telling volunteers how much each guide costs so the volunteers are aware that there is a cost associated with each guide. The state office may also consider a ratio scheme, for example one guide for 15 people in an office.

2. The New Holiday Catalog – Couldn't tell how well it went. However the poll indicated that 75% of coordinators used it in their campaigns. The website showed 36,000 downloads of the Holiday Catalog, so it was clear that volunteers were using it. One point of confusion was that coordinators weren't sure if the guide was an option to their campaigns, or if they had to promote it in their campaign. Some offices were done with their campaign before the holiday guide was released and they were confused as what to do with it. Next year, the catalogue and other promotions will be offered as tools that coordinators can use if they want to and only if it fits in with their overall campaign plan.

Another initiative for the next campaign is the creation of a downloadable marketing packet available off the state site. For example, if a coordinator wants to run a cake walk or wants to do a special promotion for Breast Cancer Awareness Month, all a coordinator needs to do is access the site and download a marketing packet which will have all the tools, marketing and how to's, etc., to run the event.

3. I Give Theme – Volunteers liked the I Give theme and the State will consider a repeat of the theme with variations for the upcoming campaign. Perhaps an I Give for X, or an I Give because X type of theme.

Mike said that whatever the state decides to do, it needs to make sure that materials are in the hands of volunteers before their campaigns kick off. There were several instances of volunteers not receiving any of their materials until after their campaigns were over. Ideally, the materials would be available and in the hands of coordinators at their August training sessions, meaning the products would need to be done in May and printed in June in time for August trainings.

Development Report:

There have been quite a few changes in the State office. Kelsey Hulse is no longer the development director. She has accepted a position elsewhere. The state will keep the position open, but will not hire a replacement. Dawn will take on some of her duties and has already been generating ideas for sponsorships for the upcoming campaign such as the MotoRide and leadership breakfast. Congratulations Dawn!

Randy Ryan has retired as program manager for the state office, and Philip has been promoted and will assume many of Randy's responsibilities. Congratulations Philip!

Don Quach, the IT specialist, has also left the CFD to take another position within state government. The state office will be searching for a replacement. The search is expected to take six months.

Stephanie will take on Randy's budgeting responsibilities moving forward and Heather will handle reconciliation.

Overall Campaign Report & Updates:

The state had a good meeting with the UW on what went well during the campaign and what improvements could be made. The UW was very candid and the state really appreciated that.

One of Secretary of State Wyman's initiatives is to reinstate the state's productivity board. Reinstatement will help to reduce some of the CFD's administrative costs, picking up some of the cost of supplies, custodial services, half of the special program director's position and the IT person's salary.

The next big focus for the State needs to be thinking about is the upcoming coordinator trainings. It also needs to reach out to SaRita Reed with Seattle Housing Authority as she needs to be involved in the campaign leader trainings rather than the local coordinator trainings.

Next Meeting: Next meeting is March 5. Miriam will check in with Mike to see where the meeting will be held.