

King County Combined Fund Drive Steering Committee Minutes

University of Washington

UW Tower

Tuesday, March, 7, 2017 Green Lake Conference Room

9:00 a.m. – 11:00 a.m.

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)

Attendance via phone – Hoang Tran (DSHS)

Welcome & Introductions

Recognition Event - Final Details & Confirmations

- Main entrance will be open
- Jolyn will send parking info to Curtis.
- Set up starts at 3:30
- The volunteer sign-up sheet was passed around again.
- The program was passed around for final review.

Campaign Debrief

- 20 agencies went up in money and participation.
- There were more people at training and more new people.
- Next year, employee numbers will be more accurate. A good measure of numbers will be looking at the beginning of the campaign vs. the end of the campaign.
- The state will put more focus on higher education in the coming year.
- Starbucks cards are a hit!
- Seahawks shirts sold well- especially once we offered people the opportunity to pay for it via payroll.

For 2017 campaign

- Leadership breakfast will provide tangible info for unite supervisors and middle management (Curtis will get Philip contact info or staff in Mt. Vernon and Bellingham.)
- State CFD will track supervisor info for 2017 campaign.
- Starbucks cards will be back for this campaign.

Goals:

Review and Evaluate the subcommittee structure:

- **Procurement Coordinator.**
 - State will help with procurement this year – woo-hoo!
 - State office is also working with ethics board for clarity around for item procurement.
 - We encourage each committee member to procure one item.
- **Agency Fair/Kickoff Committee**
 - People don't seem to be going to fairs. We've heard about issues with location and convenience. We've also heard that it is just too hard to get away.
 - Fewer fairs seem to be a trend, with a rise in more casual, social hour type events.
 - We will stop partnering with the King County Employee Giving Campaign for the 2017 campaign and focus our efforts on engaging campaign leaders and managers through a Kick Off Breakfast similar to the event done by the state CFD.

- **Training subcommittee** focus remains the same. Needs from the State office: supervisor data included in campaign coordinator recruitment, so committee can do outreach to encourage supervisors to allow volunteers release time.

Other

- Committee membership is down overall. We have heard that coordinators find managing their campaign and committee work overwhelming.
- Will reach out to non-coordinators. State will make a push at Leadership breakfast for two positions:
 - Coordinator
 - Committee member
- Hoang will help with outreach to leadership.
- A sign-up sheet was passed around for members to select a committee to serve on

Campaign Goal

- We reviewed campaign numbers from 2016 and looked at agency totals and participation. For 2017, our goal is to raise \$2.4 million in King County. We'll wait until next year to work on raising participation totals.

Team Building Activity

- We played 2 truths and a lie. What an interesting group of committee members we have!

Budget

- We've been spending money on the Recognition Event.

State Report

Marketing, Development, Volunteer & Outreach Status Report

- We welcomed Jerika Ferguson - the new Marketing & Development staff member at the state CFD office. She will be working on campaign materials and procurement (in-kind items).
- Leadership Breakfast is May 18th at the Red Lion and it starts at 8. There will be vans at the capitol campus to help ease the parking crunch at the hotel.
- This year's theme is "We are all Heroes". It will focus on community heroes and community giving.
- Twin Star Credit Union is a returning sponsor at the \$10,000 level and will provide Seahawks tickets as well. WSECU is back with their first week to give Starbucks cards and we are asking them for a little more than last year.
- Going back to UWMC for donation to help offset printing costs.
- Campaign leader recruitment starts on Monday, March 20th.
- We've asked to have supervisor added as a required field for registration.
- Philip updated us on the Construction/Design event.
 - 2 new donors
 - Lots of shared messaging
- Results from focus groups coming next month.

Next Meeting: April 4, 2017, 9:00 AM - 10:30 AM Ballard Conference Room