



CFD WHATCOM COUNTY EXECUTIVE COMMITTEE Meeting Notes Friday, July 13, 2012

Members Present: Irina Andrukhov, Rich Emerson, Nicole Goodman, Cynthia Hoskins, Phil Kerrigan (via phone), Keri Parreira, Craig Perry-Ollila, Sara Wilson

Welcome and Introductions

Sara welcomed three new members to the committee: Irina Andrukhov (DSHS), Cynthia Hoskins (WCC) and Nicole Goodman (WWU). Cynthia will be assuming more advanced roles in the 2013 campaign when Keri retires from WCC. Nicole is assisting with this year's campaign and will serve as Western's campaign leader for 2013.

Contact information was included on the agenda. A campaign timeline was also included as a handout.

Action Item:

- Sara to update the membership list and send out with the minutes.

CFD State Overview

Philip Kerrigan, Marketing Director, reported that the campaign will be held this year from October 1st to December 14th. Agencies may alter their start date to best meet the needs of their organization.

Philip shared a number of new initiatives underway at the state level. Highlights are listed below.

- **Goals:** Philip reported that his goals for this year include (1) ensuring that more communication and updates are fed down to the county level and (2) creating a more personalized campaign.
- **2012 State-wide Theme:** "I Give". This theme was spawned from the very successful "I Will Vote" campaign that the state used in the past.

With this year's theme, there is an opportunity to [download "I Give" signs](#) and submit photos of individuals or groups holding the sign. Twelve pictures will be included on the CFD statewide poster. The poster will be available for order. A template will also be available for creating customizable "I Give" flyers (18 x 24) that could include pictures from

your own agency. Sara reported that Western just did a group photo shoot. [Click here](#) to see the image.

“I Give” buttons will be available as part of the supply order. Local coordinators can place supply orders via their campaign leader or contact Philip directly. The deadline for supply orders is August 13th. Philip also reported that they are working on a portal that will enable local coordinators to order supplies directly as opposed to going through their campaign leader but this system is not yet in place.

- **Story Clips:** The CFD website will include stories with photos and video clips featuring both charities and donors sharing their stories. While the idea of giving to the CFD doesn't always “light a fire” to donate, the hope is that the videos will help illustrate that donors give and why. Thurston TV is providing services to create these clips, generally 1-1.5 minute digital stories. Clips can be submitted and can be in a variety of formats (.wmv, .mov, or .mpg).
- **Holiday Giving Catalog:** CFD will be developing a catalog, built on the premise of [Heifer International's giving catalog](#). In this instance, charities are invited to submit one good/service at a defined dollar amount and donors can shop from the items. A flyer with more details is included with the minutes.

Philip reported that the intent had been to remain small with this first effort but based on the immediate interest and response they have expanded the catalog to include 50 different charity options. Some spaces will also be set aside for federation agencies (e.g. United Way) to develop a page. Donations can be submitted via paper contributions directly to the CFD office or completed online as a one-time donation.

The catalog will be available in both print and electronic versions. Print copies should be ordered along with other supplies; however arrival will be later than other campaign materials.

- **RSVP system:** CFD is working on a new RSVP system for use with training sessions. More information to follow.
- **Local Coordinator contacts:** Philip is still collecting the names of local coordinators for area agencies. He hopes to have that completed by the end of July.
- **Campaign Special Drawings:** CFD will feature 2 campaign specific giving efforts (one in October and one in November) similar to the drives held last year to raise money in relation to breast cancer awareness, veteran services, and food banks. This year, the efforts will be more focused by category than topic. Categories are still to be determined.
- **Local Coordinator Handbook:** The 2012 LC handbook is ready and available to edit for county specific information.

Action items:

- Philip will send a copy of the I Give poster template to Sara. Sara will make copies and distribute to committee members.
- Philip will send the LC handbook template to Sara. Sara will edit and send out with the minutes.
- Create a customized county poster featuring photos from various agencies. Committee members asked to submit pictures to Sara.

Fall CFD Campaign Leader/Local Coordinator Training:

- Determine date, time and location: Committee members felt late August/early September would be best. Possible locations include Bellingham Technical Institute or DSHS offices.
- Develop Training Agenda (attached)
- Presentations: Committee members did support including some presentations from local charities at the program.
- Meeting logistics: Lunch will be provided. Details need to be worked out.
- Philip has sample agendas and a CFD Jeopardy game to share.

Action Items:

- Philip will send Sara copies of sample agenda and the CFD Jeopardy game.
- Sara will send out a Doodle poll to determine the best date for a training session.
- Sara will update and send out a draft schedule for the training.

Video Project

Committee members expressed interest in generating our own county level “I Give and Why” video that could be used at various agencies/institutions of higher education. Craig agreed to assist Sara with the project. Taping would begin at the CL/LC training.

Action Item:

- Sara to meet with Craig to discuss the project in more detail.

Future Meeting Dates

Sara suggested hosting both a mid-campaign meeting (in November) and a post-campaign meeting (in January). Committee members supported this idea. The county recognition event will take place in February. Dates still to be determined for all upcoming meetings.

Other Business

Campaign goals: Sara reported that the Whatcom County 2012 campaign goal is \$135,000 with a goal within that to raise \$40,000 for United Way of Whatcom County and/or its partnering agencies. Last year, county agencies/IHEs raised a total of \$134,584, of which \$38,779 was designated to United Way or one of its partnering agencies.

County CFD webpage: A “snapshot” of the webpage was distributed.

Action Item:

- Sara to work with CFD to get various pages and links updated.

Adjournment