

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

White Center CSO of DSHS.
9650 15th Ave SW Seattle WA 98106
Tuesday, May 14, 2013
9:00 a.m. – 11:00 a.m.

In Attendance: Mike Morris (Committee Chair, DSHS), Miriam Castro (UWCFD Staff), Kerri Everly (UWCFD Staff), Philip Kerrigan (State CFD Office Staff), Leslie Rothbaum, (Office of the Attorney General), and Diane Campbell (Office of the Attorney General).

Review March Minutes/Action Items:

Philip will work with Kerri on creating flyers for use to promote the kick-off events.

The committee was asked to assist in procuring items for the campaign. Miriam will email the committee members a form letter and receipt to use. Please procure items and send/ give to Miriam or Kerri by the September 3, 2013 committee meeting.

Kerri will research the cost of the Glassybaby venue for the 2014 recognition event.

The day after the Leadership Breakfast, the state CFD website will change to reflect the new color scheme.

Kerri will email the committee the tote bag color options for committee vote.

Philip will email the committee and UW events committee the official Leadership Breakfast invitation.

Miriam agreed to help draft a charity education letter for the state to use when communicating with charities that become a CFD member charity.

Action Items Completed (prior month):

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.

Committee Chair Recruitment:

Dan Story is not able to take on the duties of chair of the committee due to time constraints. Cathy offered her facility if the committee wants to change locations or days. Brianne Kegley had expressed interest in co-chairing. Mike will discuss with her to explore possibilities. Another option is co-partnering with Theresa Blanchett in Snohomish County.

Campaign Kickoff 2013:

The Charity Fair and Silent Auction 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. The proceeds from the silent auction will go to the CFD general fund. Kerri and Miriam have created the floor plan. The main ballroom will have 80 tables, 78 for charity, 2 for campaign

sponsors, School Employees Credit Union, and Willamette Dental. The remaining tables will be for charity and guest check in. The pre-function room will hold the silent auction tables as well as the State CFD table, coordinator materials table, and popcorn machine. There will not be any charities in this area this year. Dawn and Philip are continuing to help UW with sponsors for this event.

The two kickoff fairs in partnership with King County Employee Giving Campaign (KCEG) are on the following:

- The downtown charity fair will be on October 2, 2013. Time and location are to be determined (TBD)
- The south end charity fair will be held the last week in September at the King County Elections Building in Renton. The date and time are TBD

Procurement:

The committee was asked to assist in procuring items for the campaign. Miriam will email the committee members a form letter and receipt to use for procurement. Items can be bottles of wine, gift cards, or experiences such as museum passes, etc. Items will be used in the silent auction or as drawing prizes for King Co. coordinators. Please procure items and send/ give to Miriam or Kerri by the September 3, 2013 committee meeting.

Karen White's daughter is the head chef of the Elliot Bay Breweries and is able to give us a good deal on catering for the 2014 recognition event. She proposed a gourmet macaroni bar. She said that she would also be able to donate a keg of beer as well. If we choose this option, we will have the event at Glassybaby. Kerri will research the cost of the Glassybaby venue.

Budget:

Aside from the standard monthly copier charges, there are not a whole lot of changes to the expenses from the previous month. There is \$1,000 balance in our budget and will plan to use the remaining funds on materials needed for the upcoming trainings. We will also use the remaining funds to purchase the coordinator tote bags. Kerri will email the committee the tote bag color options for committee vote.

We will plan to approach Willamette Dental for sponsorship of campaign T-shirts again. We will plan to use the same T-shirt vendor as well.

Training:

The training subcommittee has had two meetings already and has developed the icebreaker game and some activities. Dates and locations have been confirmed and charity speakers have been identified.

We have a good amount of left over, previous campaign, T-shirts. We will bring them to trainings for the coordinators to use as giveaways in their offices.

State Report:

Marketing Report:

Philip is working with Dan Story's DSHS office on planning the Golf for Veterans Tournament fundraiser. The date is June 14, 2013 at the Whispering Firs Golf Course at Fort Lewis. Will open the registration to other state agencies after DSHS employees have registered.

Developing video statements from charities about why they feel the CFD is important to their missions. Philip asked for suggestions on charities that may be interested in submitting stories. The committee suggested the following: Friendly Water for the World, United Negro College Fund, Community Health Charities of Washington & Idaho, Seattle Education Access, EarthShare of Washington, and Summit Assistance Dogs.

The State CFD is doing away with the current color scheme; the new color scheme will be unveiled at the Leadership Breakfast. The day after the breakfast, the website will change to reflect the new color scheme.

State office is working on the details of a new I Give photo contest and will reveal the details at the Leadership Breakfast next week.

Volunteer & Outreach Status Report:

Leadership Breakfast is coming up next week, May 21, 2013. The breakfast will be held at the Columbia Room at the State Capitol in Olympia. First Lady Trudi Inslee will speak as will Secretary of State Kim Wyman. King and Thurston County chairs will have a total of five minutes to talk to the leadership about the importance and value of county committees. Philip will email the committee and UW events committee the official Leadership Breakfast invitation.

Development:

Washington State Employees Credit Union has agreed to sponsor at the \$7,000 level. The amount is down \$3,000 from last year.

Philip and Dawn have several sponsorship meeting coming up:

- Twin Star Credit Union for a \$10,000 sponsorship
- UW Medicine for a \$10,000 sponsorship request. If UW Medicine agrees to a sponsorship, it will be the sole medical provider sponsor of the campaign
- AFLAC to discuss a \$2,500 sponsorship package
- Liberty Mutual to continue supporting the campaign

Overall Campaign Report & Updates:

The state office is looking for ideas for promotional giveaways. The committee suggested the following: pens, pencils, post-it notes, coasters, breath mints, desk calendars, tins, window clings, and collectable pins.

Currently conducting research to see how WA State's giving campaign ranks among other states. Philip reported that the Texas State Employee Charitable Campaign sunset its employee giving campaign.

Philip and Stephanie met with Kerri and her team a few months ago to understand the way the UW reports its campaign numbers. The state office will plan to model the state campaign reporting structure to be more in line with the UW.

Working with the CFD IT team to make it easier for charities and volunteers to use and understand the reports. Would like to see the charity reports designed in a way where it shows that they are receiving the full amount of a donor's pledge. As it is, the reports show administrative costs subtracted from each donation which causes some charities to acknowledge donors for a lesser amount than what they actually pledged. This way of reporting causes confusion for donors and charities. We suggested moving the total administrative costs to a separate line at the bottom of the report. Also, suggested titling the reports to be more self-explanatory. We also discussed the need for more charity education. It would be helpful for each charity that becomes a CFD member to get a welcome letter when they join the CFD. It will include, what to expect and how to use the state site to find the names of donors that support them. As it is, when a donor asks for their favorite charity to join the CFD, the charity gets an email to join. After joining, they don't hear anything back on what to do to follow up with donors. Miriam agreed to help draft a charity education letter for the state to use when communicating with charities that become CFD members.

Campaign Leader (CL) training is coming up June 4, 5, 6, and 12. King County CL training will be June 5, at the UW tower, 22nd floor Ravenna Training Room. Philip asked for ideas on helpful training additions. The committee suggested the following: how to interact with volunteer coordinators, building teams and time saving tips for a busy manager.

Philip reported that the 1st quarter distribution will be sent soon. This distribution will include \$8,000 additional funds for the charities due to the decrease in CFD admin costs!

Next Meeting: June 4, 2013 9:00 a.m. – 11:00 a.m.