

## **Sno-King Combined Fund Drive Steering Committee Minutes**

University of Washington

Tuesday, March, 6, 2018 Green Lake Conference Room

9:00 a.m. – 11:00 a.m.

Here: Lauren Lane (Ronald McDonald House), Mike Morris (DSHS), Kerri Fuller (UWCFD), Jolyn Mason (UWCFD), Tracy Jahr (DSHS), Megan Davidson (DOC) and Alex Stone (Summit Assistance Dogs)

On Phone: Johanna Karlin (WSDOT), Jessica Hatch (DSHS), Philip Kerrigan (CFD)

### **Welcome & Introductions**

#### **Recognition Event**

- The group did a quick catch up on needs to be done for the event.

#### **Campaign Debrief**

##### ***Individual Reports***

- Take City of Seattle out of campaign
- UW – report says we raised 2,168,000, but know that our numbers aren't accurate due to new databases. We conducted a robust campaign and believe that we exceeded last year's numbers.
- Tracy reported that she held 3 events and had increased participation despite challenges that are sometimes presented by agency policy.
- Johanna – Big challenge has been internal office campaign vs. the fleet. The internal office campaign is going well. To reach more folks in the fleet, CFD info is being added to New Employee (NE) Orientation and that should help with outreach.
- Megan – Engaging in NE Outreach and the campaign is going well.

##### ***Kick-Off Breakfast***

- Like the event and it had good information
- Was helpful for understanding the campaign
- Liked the speakers/program and charity fair
- Good food
- Liked location, but may be too far North for folks in the South Sound
- Make sure entrances and directions in the building are clear

##### ***Recognition Event***

- Liked horses!
- Food was good
- Liked overall event

##### ***Overall comments***

- Keep same events for next year
- Consider having grain bowls for meal at recognition event

## Goals:

- **Review and evaluate committee & subcommittee job description and structure**
  - We reviewed the committee and subcommittee structure. Some members signed up at the meeting. Jolyn will bring the sign-up sheet to the next meeting and send it out too.
- **Review and evaluate committee events**
  - We'll keep the same events for 2018 that we had in 2017.
- **Review and evaluate nomination review process**
  - Philip will send Jolyn the nomination form the state uses. Currently, they use a system with points in 3 categories. 1) Participation is 10%; 2) How did they motivate the employees (more intangible) is 40%, and 3) Focus on specifics – events/funds raised/etc – 40%.
  - Jolyn will clarify the award description on the form and update the paragraph at the beginning. She will also update the overall language on the form.

## Campaign Goal

Increase 10% based on current # of donors

- Push info about Starbucks cards early
- Look for other incentives to give or have a door prize type drawing for a big item

*Try and get one charity speaker out per agency. Jolyn will send Philip the speaker form she USES. Figure 1*

## Team Building Activity

### Budget

Nothing new to report. More charges will show up on the budget after the event. Next Month (April), charges will be there

## State Report

### Marketing

- Working on posters for this year. The theme is “Find your Why”. There will be four versions of the poster. They are currently looking at promotional materials as well.
- WSECU will pay for \*all\* the Starbucks cards this year.
- Asking UWMC for sponsorship for Seahawks tickets. If they don't sponsor that, the team will look at having individual sponsors for games.

### Volunteer

- In the process of recruiting campaign leaders.
- This year, supervisor names are required on the coordinator registration form

### Events

- The Thurston County Recognition Event is transitioning to a Friday night event.
- This year's Leadership Breakfast will take place on 5/17 at Great Wolf Lodge. It will have an Olympics theme.

- There is bowling for vets event at Spin Alley on May 19<sup>th</sup> from 11-1
- Golf for Vets will take place in DuPont on 9/15
- DOC has golf tourney scheduled in August and L&I has on scheduled in July.
- The Masquerade Ball will take place on 10/20 from 7-11

#### *Outreach*

- Check out the podcast with Secretary Wyman.
- Will be speaking/presenting at a manager's conference.

#### *State Campaign Goals*

1. Create/get Volunteer Match type application to help state employees find volunteer opps and record their volunteer hours.
2. Increase volunteer hours to 11,300
3. Create tools to be a resource for charities. Revamp the charity section of the State CFD website.
4. Add a Speaker's Bureau portion to website.
5. Lower admin cost to 8%
6. Public colleges and schools are targeted for a % increase and want to increase donor by a certain percentage.

**Next Meeting:** April 3, 2018, 9:00 AM - 10:30 AM Fremont Conference Room