

King County Combined Fund Drive Steering Committee Agenda

University of Washington

Tuesday, March, 6, 2019 Green Lake Conference Room

In Attendance: Kerri Fuller (UWCFD); Lauren Lane (RMHC), Jolyn Mason (UWCFD), and Mike Morris (DSHS)

On Phone: Tracy Jahr (DSHS)

Welcome & Introductions

Action Items follow up:

- Philip will review the data and systems on his end to make sure everything is working the way it should. He has an upcoming meeting to help set priorities for the coming year.
- Jolyn will send out the 2018 numbers for the committee to review
- Jolyn will send Ev CC Coordinator into to Tracy

Recognition Event - Final Details & Confirmations

- The sign-up sheet went around again. We have 130+ guest registered.

Campaign Debrief

Highs

- More teleworkers now. Trying new things to reach out to them in the coming year.
- More telework = more email
- Great campaign, really robust
- Great team
- Lots of events

Challenges

- Are we replacing retiring donors?
- DCYF – new agency this year. Will need to recruit new coordinator corps

Questions

- State CFD office needs to start recruiting earlier and get names out earlier. Can they reach out to previous campaign coordinators?
- Are there other alternative ways to give we can explore?
- Are there other incentives we can offer to engage donors?
- Is it possible to create challenges between divisions?
- Who are all the DSHS coordinators in Everett?

Other

- Jolyn will reach out to SnoPUD and SHA.
- We need the state to help with:
 - Sponsorship opportunities for the campaign and the recognition event
 - We need the state to do procurement on our behalf

Goals:

- Review impact of changes made to committee structure
- Review impact of nomination process in the last year
 - We had more nominees in 2019 than in 2018 and they had more comprehensive information.
 - We will try and line nomination timelines up with the state CFD
 - We'll update the forms a little more to encourage people to be as specific as possible.

- Review and evaluate the Kickoff Breakfast
 - How to drive attendance?
 - Ideas – Keep as a breakfast
 - Instead of one big breakfast – have 2 smaller breakfasts
 - Locales might include Bob Drewel Bldg in Everett, Everett Library, SHA on Rainier, Burien Library, SCCC or Goodwill on Dearborn
- How do we grow committee membership?
 - Tracy volunteered to host a smaller Snohomish County group in her office.
 - Try recruiting more non-profit members
 - Jolyn will send Ev CC Coordinator into to Tracy
 - Invite all nominees to join the committee
 - Ask Executive Leadership at the county level to appoint committee members

Campaign Goal

- Jolyn will send out the 2018 numbers for the committee to review. We'll set goals at next meeting.

Team Building Activity

- Mike lead us in an activity where we shared something we had done that we thought no one else had done. If someone else did your thing, you had to come up with another.

Budget

- Kerri reviewed the budget with the committee. We have \$1,300 left for this year.

State Report

- Share 2019 plan
- Marketing, Development, Volunteer & Outreach Status Report

Next Meeting: April 2, 2019, 9:00 AM - 10:30 AM Ballard Conference Room