

Snohomish-King County Combined Fund Drive Steering Committee Minutes

Tuesday, May 11, 2021 via Zoom

9:00 a.m. – 10:00 a.m.

In attendance: Mike Morris (Chair; DSHS), Bonnie Jacques (DSHS), Curtis Bronson (retired WSDOT), Jolyn Mason (UWCFD), Nicole Reeve-Parker (UWCFD), Noam Soker (UWCFD), Robert Lane (CFD), Stephanie Prentice (CFD), Emma Kouguell (Summit Assistance Dogs), Connor Walsh (UWKC), Mackenzie Beard (RMHC), Lauren Rutledge (Global Impact)

Welcome/introductions

- Welcome Robert Lane, new Program Manager for state CFD
 - Robert is into his second month in his new position and excited to partner with the SK volunteers and charity representatives.
 - Contact him at Robert.lane@sos.wa.gov
- Introduce Erin Aquino, new Program Coordinator for state CFD
 - Erin previously worked for the SOS office and has experience with CFD programs.
 - Contact her at Erin.aquino@sos.wa.gov
- State staff bios: <https://give.wa.gov/cfd/contact>

Action Items follow-up

- There was no meeting in April. Does the committee want to consider moving to a bimonthly schedule going forward? **YES**, with additional meetings called as needed during the campaign or before events.
 - We will begin the bimonthly schedule next month.
- Campaign 2021 planning update – Jolyn/Nicole
 - Timeline: Given the uncertainty of where King and Snohomish counties will be in phased reopening this summer and fall, we are planning a hybrid campaign and keeping programming flexible.
 - Hybrid model will include virtual training and event opportunities as well as in person options to the extent possible.
 - Sno-King training will be available in August virtually, and in person options will be available in August or September as allowed. In person groups would be held in the North end and South end, with the goal of meeting one another for informal conversation and Q&A.
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State Report: Robert/Stephanie

- Recruitment: call for volunteer applicants went out to all CFD volunteers Thursday 5/6 for the CFD Advisory Board participation
 - 2-year appointment starting July 2021
- First quarter disbursement of approximately \$1.17M was recently completed.
 - ~\$100K down from Q1 2020
- IT issues with the state that hampered the 2020 campaign have been addressed.
- The WA legislature approved \$600K to upgrade CFD donor management software.
 - CFD will outsource the program and a dedicated IT staff person will manage the rollout over the next year. Current system will continue to be used until rollout is complete.
- 2021 campaign overview

- Emails have gone out to state employees from Gov. Inslee and SOS Wyman to 118 agencies seeking campaign leaders. An additional appeal will be sent next week.
- Campaign training will be virtual this year, scheduled for June 15, 16, 22 and 24.
- Staffing: Open CFD fiscal position is pending review with HR and will be posted once approved.
 - Open marketing position will not be filled for the time being, as CFD staff assess administrative overhead in the face of revenue loss from the CFD general fund.
- The CFD website is in the process of being archived and migrated.
- The 2021 campaign theme is “Unity with the Community”. Please see attached two drafts of the accompanying image.
- There will be no masquerade ball this year, and likely very few big events until 2022.
- This year’s leadership breakfast has been pushed back to September 9 and will be virtual.
- Sno-King committee recruitment strategy ideas: Mike is open to ideas for recruiting new state employees to the Sno-King committee.
 - Anyone interested in reaching out to colleagues is encouraged to do so.
 - Nicole will continue to include a call for volunteers in coordinator communications.
 - The state hiring freeze has been lifted and many agencies are adding new staff. We will endeavor to reach out to those new employees during campaign season.

Other

- Sno-King Budget – this year’s budget in progress and a draft of the 2021/2022 budget have been attached for review.
 - Budget will remain consistent with last year’s numbers. There is a small budget surplus in the Sno-King fund from last year.
- It was agreed that we should produce coordinator t-shirts this year, to recognize the work volunteers do and create community.
 - We can mail the shirts but will encourage people to collect their shirts at their offices if possible.

Member check in

Connor: UWKC is wrapping up FY21 contributions. For event and program planning, they are moving away from their traditional model and taking a more community-centric approach.

- Large events such as Day of Caring and Resource exchange will not be held until 2022 and will be scaled back from past events.
- Staff are largely focused on the rental assistance program, for which UWKC has received \$20-30 M in federal funds.

Emma: Summit just finished their annual fundraiser and reached their fundraising goal. K9 condo construction at their training facility on Whidbey Island continues.

Lauren: Global Impact is beginning to ramp up planning for this year’s various workplace giving campaigns, to include both digital and print material development.

Mackenzie: RMHC new facility is moving forward and causing excitement among constituents.

Curtis: will be volunteering with NPO Birthday Dreams as a pirate and is looking forward to traveling this summer. Suffered some injuries from a bad fall recently and is recovering.

Stephanie: CFD is looking for celebrity (or quasi-celebrity) contacts for this year's virtual events for ~10 minutes of on-screen time. If anyone has any connections, please reach out to her.

Mike: enjoying working in his White Center office with a 5-minute commute.

Bonnie: Connection was faulty so much of the update was unclear. Many DSHS staff are working on-site in institutions, so some event and fundraiser planning is going on in those areas.

Jolyn/Nicole/Noam: working on content creation, special projects and planning for the 2021 campaign.

Next Meeting: Tuesday, June 8, 2021, 9 – 10 a.m. via Zoom