

Snohomish-King County Combined Fund Drive Steering Committee Agenda

Tuesday, November 10, 2020 via Zoom

9:00 a.m. – 10:00 a.m.

In attendance: Mike Morris, Curtis Bronson, Bonnie Jacques, Lauren Rutledge, Emma Kouguell, Connor Walsh, Dean Speer, Elise Glaser, Jolyn Mason, Nicole Reeve-Parker

Action Items follow up – Jolyn/Nicole

- Branded Sno-King masks
 - \$780 for production and mailing of 100 masks. This cost is prohibitive for production of Sno-King masks. The UWCFD has many masks available and will include them in the Sno-King volunteer recognition package.
- Ideas for recognition event
 - A drive-up event was rejected because of the difficulty in determining a location that would accommodate most attendees.
 - Jolyn and Nicole are inclined toward breakfast boxes to be mailed to the Sno-King volunteers in conjunction with a Zoom recognition meeting. The committee agreed.
 - Set up an online survey to capture preferred mailing address. Mike will help coordinate box pickup from DSHS offices in Kent, Lynnwood, other?
 - Suggestions for box content:
 - UWCFD masks
 - Coffee, tea, cocoa, breakfast cookie/biscuit, oatmeal
 - Branded mug, i.e. “superstar coordinator”
 - Handwritten thank you note
 - Inspirational message
 - Treats and swag from UWCFD office (noisemakers, clappers, etc.). We’ll send the list of potential contents out for committee approval.
 - Zoom recognition event can be short and purposeful.
 - Guest speaker?
 - Door prizes provided by UWCFD
 - Committee members who have an “in” for swag to be included in the boxes, or for potential event speakers, reach out to Mike, Jolyn or Nicole
 - Event tentatively planned for late February/early March

Other

- Upcoming digital engagement opportunities:
 - Weekly UWCFD lunch and learns: <https://hr.uw.edu/cfd/news-and-events/lunch-learn/>
 - Virtual nonprofit expo available until 11/15: <https://eventhub.shop/uwcfdnprofitexpo>

Subcommittee Reports - Mike

- Training, Recognition, and New Member Recruitment
 - Nicole has put the call out for new members in the last three communications with Sno-King volunteers, with no response.

- Mike is hopeful that recruitment will pick up after the new year, with the reminder to prospective members that participation is virtual with no driving to UW for meetings (at least for the time being).

State Report - Mike

- Training, Marketing, Development, Volunteer Outreach & Overall News:
 - State office is down to one staff member (Heather Lucas) throughout November. Will be back to two December 1, but still down two full staff.
 - First week to give brought in over \$70K, only a little down from last year
 - There is an anticipated \$30K deficit from cancelation of the masquerade ball
 - DSHS has approximately 30 fundraisers going this campaign, which is considerably fewer than normal.
 - Although $\frac{3}{4}$ of staff are staffing facilities, there have been many issues related to Covid (including outbreaks) that have hampered fundraising efforts.
- Mike reviewed state website content:
 - Veteran E-grams promotion through 11/12 *TODAY*
 - New mascot, Shieldy, is available for personalization from the state office
 - Weekly campaign reports function updated – reports can be generated for all state divisions
 - Event photos and charity videos are available to share
 - The full 2019 campaign report is available for download

State Office Closures:

Wednesday, November 25th, closure for a furlough day

Thursday, November 26th & Friday, November 27th, statewide closure for Thanksgiving

Next Meeting: Tuesday, December 8, 2020 at 9:00 a.m. via ZOOM