

Snohomish-King County Combined Fund Drive Steering Committee Agenda

Wednesday, October 7, 2020 via **Zoom**

9:00 a.m. – 10:00 a.m.

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

Welcome

- Introduce campaign assistants: Dean, Elise and Brady
- Welcome back to Curtis Bronson, recently retired from WSDOT and formerly a member of this committee (also a pirate – check him out on Facebook at Sharkbyte LePirate).
- Committee introductions
 - Mike is nearing 42 years with DSHS
 - Bonnie is the overall CFD campaign manager for DSHS
- Reminder: this committee meeting counts as volunteer time for state employees – be sure to record it!

Action Items follow up – Nicole/Jolyn

- State site down for about 10 days, coming back online on 10/7 following preventative maintenance. This has delayed state CFD and UWCFD kickoff by a week. First week promotions (Starbucks card) will include new or +\$5 donations or 1 hour of volunteering made/conducted this week through the end of next week (Oct. 6 – 18).

Other

- State and UW kickoff events debrief: both events went well. The UW kickoff was well-attended with 85 participants. Speaker from Northwest Harvest and remarks from the VP for Human Resources. Nicole will share the kickoff recording.
- Upcoming digital engagement opportunities:
 - Nonprofit expo, Oct. 15, 11 – 1 – open to anyone interested. Nicole will share the link.
 - Weekly lunch and learn zooms: Nicole will share the calendar and registration links. Please share with your networks!

Subcommittee Reports - Mike

- Training, Recognition, and New Member Recruitment
 - Recruitment of state employees for this committee continues to be challenging, with the pandemic and furloughs complicating things. Nicole will include a targeted invitation to join the committee in her next all-coordinator email.
 - Volunteer training videos: <https://give.wa.gov/cfd/sno-king-training-materials>
 - Jolyn/Nicole will share view numbers for the state training videos at the next committee meeting.
 - The committee brainstormed some ideas for spring recognition options, recognizing that no one knows what will be allowed at that time. Virtual, drive-through, and in-person events are all on the table.

- All agreed goody bags, like those the UWCDF sent to coordinators, would be a fun opportunity if we could effectively capture SK volunteer addresses
- Mike is interested in making Sno-King masks for volunteers to wear as advertisements for the 2020 campaign. Jolyn will price out masks at 100, 150, and 200 and report back to the committee.

State Report - Mike

- *Training, Marketing, Development, Volunteer Outreach & Overall News*
 - Jerika's departure leaves state team down two FTEs
 - 2020 Wildfire relief support drive is ongoing.

Member check in

Bonnie: Many DSHS employees are working in their 24/7 service facilities, making it somewhat easier to hold events but more difficult to track their participation. They will be holding an enterprise-wide online auction this year with donated baskets, as well as a photo calendar fundraiser and a chili recipe "cookoff".

Mackenzie: RMHC is in the middle of a major building project and is gearing up for their virtual gala.

Mike: The state DSHS office held their annual golf tournament, which looked very different this year: box lunches, virtual auction, no state CFD staff in attendance. All things considered, the event raised a fair amount of money.

Lauren: Busy with workplace giving season campaigns. Shout out to Jolyn for calling out attendees at the UWCDF kickoff by name on the zoom call – making people feel more seen and appreciated.

Connor: UWKC virtual campaigns are up and running, with October being heavy on Microsoft. Connor is enjoying the learning new things as UWKC shifts everything to a virtual platform. UWKC is working closely with city and county governments on a rental assistance program.

Emma: Summit is building a new training campus on N. Whidbey Island. Emma is also enjoying the opportunity to approach her work with more creativity and new partnerships.

UWCDF staff: We have a returning student intern, Noam, who will be working closely with two coordinators from Northwest Hospital (which was integrated into the UW Medicine system in January 2020). Brady, Elise and Dean are enjoying working with their coordinator teams and helping to produce various virtual events.

Next Meeting: Tuesday, November 3, 2020 9:00 – 10:00 a.m. (election day!)