



**Wood-Pawcatuck Watershed Association
Fund Development Committee Meeting
Thursday Feb 11th, 2016 8:30am**

Attending: A. Desbonnet, C. Fox, E. Torello, H. Drew

Unconfirmed: A. Bryson

1. Targeted FR Campaigns

Originally:

With a goal of raising \$10,000, the FDC (with support from board members) will reach out to 15 predisposed WPWA members to contribute \$2,000 each to WPWA's general operating expenses.

Revised

Step 1: (Now through April)

With a goal of possibly raising some funds, the committee will immediately reach out (via letter and brochure) to 15 long time WPWA supporters. The committee will select these candidates at today's meeting from a list (20-25) of our longest standing members and assign each a Board Buddy. Alan will reach out to each board buddy to secure their participation to attend a "meet & greet" and capture the buddy's signature on the form letter.

Step 2: (April through June)

With a goal of elevating membership renewal giving, the committee will reach out (via letter and brochure) to 15 newer members. The committee will select 15 members who have given toward membership every year but only in the last five years and assign a board buddy. TBD will reach out to each board buddy to secure their participation to attend a "meet & greet" and capture the buddy's signature on a customized membership renewal letter. The letter will requesting a personal meeting to discuss our new membership levels.

Step3: (September through December)

With a goal of raising \$10,000, the FDC (with support from board members) will reach out to 15 predisposed WPWA members to contribute \$2,000 each to WPWA's year end Fund Drive.

2. Populating the Committee *continued*

Who will chair the FD Committee?

Discuss activities already conducted to grow the Committee, and how the Committee intends to successfully recruit worthy candidates in 2016. What characteristics are important for potential committee members to have? Who, outside WPWA, could assist in generating leads for us?