



**Wood-Pawcatuck Watershed Association  
Fund Development Committee Meeting Minutes  
Tuesday January 19th, 2016 1:00pm**

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

**1. Targeted Winter FR Campaign**

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.

**Who?** *Those with key interest in the community who are predisposed to give. They should be a long time giver averaging over \$100 per contribution.*

**How?** *With a letter signed by a Board Buddy indicating he/she will follow up to set up a meeting. ED will attend all meetings. In the absence of a board buddy, Helen will sign and follow up. Exec. Dir. To attend all meetings.*

**Timeline:** *By 1/30/16 donors identified, Board Buddy is secured, and letters drafted*

*By 2/7/16 Buddy signatures obtained and all letters mailed out.*

*By 2/14/16 Board Buddy's have attended a brief workshop to discuss meeting approach and roles.*

*By 2/21/16 Board Buddy's have made follow up calls and hopefully secured a meeting date.*

**\*POST MEETING:** *This plan not well received by board at the 1/21 meeting, feedback from these donors was very valuable and warrants further refinement of the campaign's goal and outcomes. (see 2/11/16 meeting agenda and notes for refinement)*

**2. Brainstorming New Revenue Streams (Events, Outreach, etc)**

Discussion of new ways to diversify WPWA's annual revenue (unrestricted) streams beyond simply asking for money from members and donors.

*New approach to rec & ed programs, new membership structure that has added value for higher givers, and events. Committee determined an Ad-Hoc committee should be formed to discuss additional possibilities as well as events brainstorming.*

**3. Populating the 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?

*Little to no discussion*

*Minutes submitted by C. Fox 2/10/16*