

Minutes of the 1pm July 11th 2016 Meeting of the Fund Development Committee

Attending: Walt Galloway (chair), Chris Fox, Alan Desbonnet, Donna Walsh (1:20)

Purpose: To regroup and revise the 2/2016 targeted fundraising campaign

Notes

The meeting was limited to the chair, the board president, ED and MDC chair for the purpose of regrouping. It was decided that the 2/2016 FR plan for outreach in a phased approach would not be feasible given the past-due deadlines within and in recognition of the capacity of staff and volunteers to carry it out. It was agreed that a unified outreach would still occur with a goal of raising as much money as possible this summer. We will utilize the Wood's as our test subjects. Next we will meet with WPWA donors who have given \$250 or more at one time in the last five years. To make the initial contact, we will rely on board member's existing relationships with these donors. Below is an outline of the Mid Year Fundraising Campaign developed by the Committee.

During the Year End Fund Drive, we will personally reach out to the remaining donors on the list, and any other members known to donate large sums of money to other non-profits, but who have not given more than \$250 to WPWA in the last five years. Chris will utilize the Donor Search tool that is an add-on component of Bloomerang that provides reports on WPWA's donors contributions to other charitable organizations.

FDC's REVISED Mid Year Donor Fundraising Campaign

Step 1: Develop a List – Folks who have given \$250 or more at a time in the last 5 years.

Step 2: Crafting a Phone Script – For board members to follow when making their calls. We want this script fully developed when we ask board members to sign up to assist with the outreach. Chris will develop a 1st DRAFT script by July 21st for the group to edit/re-write.

Step 3: Crafting a Meeting Script – For FDC members and Board assistants to follow when meeting with donors. Agreed to be a bulleted outline. Chris will craft the 1st Draft by July 21st.

Step 4: Signups – Walt will email the board (by 6pm on 7/14) explaining the campaign that we have developed and requesting they identify folks on the list that they have a personal relationship with. Walt will follow up with board members on the list at the 7/21/16 Board Meeting.

Step 5: - By a yet to be determined date, Walt et. al. will arrange a meeting with Ed & Linda Wood as a test run of the FDC's outreach campaign. We can count on them to give us straight feedback on our sales pitch. We hope to obtain a \$5,000+ donation from them and/or their foundation (Brightman Hill). We also hope they will unite WPWA with other Foundations that the Wood's have a relationship with.

Step 6: Board Member Outreach – Walt will actively recruit board members to sign up to reach out to the donors they previously identified a relationship with. Board members will call their assignments and report their progress (to Walt) to obtain a meeting between the donor and WPWA by a yet to be determined date.

The full FD committee will meet again in July or early August (TBD) to discuss the process of moving forward with both of these 2016 campaigns. This will be a full meeting of **both** the MD & FD Committees and will be **scheduled by Donna** (in July) to discuss MDC activities for the remainder of the year. All FDC members will be encouraged to participate in this meeting. Donna's scheduling will be done in consultation with Walt to ensure his attendance.