**Wood-Pawcatuck Watershed Association**
**Fund Development Committee Meeting**
# Agenda
**Friday June 12, 2015 9:00AM**

1. Agree upon process to contact lapsed memberships and request renewal
   - Set up Bloomerang
   - Define tasks, responsible parties, time frame

2. Identify businesses as possible to target for membership
   - Agree on coding and set up for tracking in Bloomerang

3. Agree upon the info/criteria for use to determine movement from "possible" to "predisposed"
   - Agree upon coding and set up for tracking in Bloomerang

4. Sketch out the "pitch" for use in solicitations
   - Can this be housed in Bloomerang?
   - If not set up Dropbox or GoogleDoc site for collaboration

5. Sketch out a realistic timeline for the above
   - Can Bloomerang house such a thing?

In attendance: Chris Fox, Elise Torello, Helen Drew, Alan Desbonnet (chair)

**Meeting Notes**
1. Lapsed memberships
   a. 209 not yet renewed but likely to renew—leave this until July when it is likely that any that will renew, have. Review again at that time and take action as appropriate.
   b. 131 not active since 2012—Chris will review and remove names as appropriate (e.g., deceased, etc.). Elise will generate a list for board review so that familiar names can be directly and personally contacted with a request to renew and/or some indication why not to renew.
      i. Need to identify a "feedback loop" so that we can hear and process any feedback on why people are choosing not to renew.

      ii. For those not flagged by board members for contact, FDC will review list, sort according to giving history, and come up with a plan for contact (personal call and/or note card), giving greater personal attention to longer term givers.

2. Business Membership Drive
   a. Elise presented a list of businesses in Bloomberang
   b. Discussion about business vs. foundation vs. club etc.
   c. Chris will do a first pass to remove inappropriate businesses (e.g., no longer in existence, etc.)
   d. Chris will ask Jen to request a list of businesses from the Westerly Chamber of Commerce; this will be used as a basis for identifying businesses as potential members/donors for entry into Bloomerang.
3. Bloomerang Criteria & Coding
   a. Chris, Elise & Alan will meet Thursday the 18th at 9:00AM to work directly in Bloomerang on coding and setting up fields to better allow tracking of potential donors and higher givers.
4. Pitch for Solicitation
   a. Tabled until a list of business prospects is identified.