

Winona ORC Fundraising Committee

Meeting Minutes

Next Meeting: May 5, 2010 at 7:15 a.m.

Present: Mandi, Judie, Maggie, Chad

Absent: Ron

Development Goal Plan

- Updates will be given in May, September, and February

Annual Campaign

- Forklift request – \$1,000 from Waterous, Hal Leonard, and Behrens
- March Disability Awareness Month:

The collaboration efforts with HCO and DAC did not go as planned. We did do the Chamber Network Nite together. We are meeting in May to discuss next year. It was mentioned to consider who is doing the most work.

Business Fundraising Events: I want to grow companies having internal fundraisers for MDAM. Of the business I asked for 2010, Peerless and HBC said no and Winona Agency and Knitcraft said yes. WA raised \$470 (combination of jeans for a cause and selling MN Mittens) and Knitcraft is TBA

Grant Writing

Submitted Grants:

- Beim Foundation submitted 1/9/10 \$10,000 Denied 2/28/10
- United Way \$15,000
- WCF Peoples Choice – denied
- SMIF Picture it Painted – awarded for free paint
- Callendar King - \$12,000 for new van
- Local Pepsi Refresh - \$5,000 for new van
- Winona HIMS – Fall show (\$20,000)

Hot List:

- Xcel Energy
- Medica (Medica provides health plans to businesses, government, and labor unions)

Grant Research – 48 Grants Researched, 14 Fit, 15 Unsure, 19 No

Events

- Spelling Bee - \$3,045 gross income a 41.6% increase from 2009
- Golf – Started, Goal to raise \$25,000

Other:

Brighter Tomorrows Project Progress

- Sell Sheet – members will go over and give feedback to Mandi
- For the May meeting, this following need to be completed:
 - Timeline
 - Consider a kick off cultivation lunch event. Name table recruiters responsible for recruiting a tables of 8 and consider giving out an award. Maggie is willing to help with this.
 - Prospect List
 - Chad will be getting list to Mandi in April.
 - Media Release
 - Radio, paper, HBC, video, etc.

Christi from Winona Radio would like to join the Fund Development team.

Facebook – Maggie mentioned Facebook as an avenue for fundraising and PR.

FUN FACT: Here are the top keywords that bring traffic to our website since it's inception in December 2008:

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|--|-------|----------|
| 1) winona orc | 1,780 | searches |
| 2) winona orc industries | 607 | searches |
| 3) minnesota mittens | 431 | searches |
| 4) spelling bee winona mn | 110 | searches |
| Minnesota mittens – alternative keywords | 365 | searches |

Minnesota mittens, winona mittens, Minnesota mittens winona, mittens with a mission, winona knits, winona knit mittens, winona knits, winona knits mittens, Minnesota mitts, Minnesota made mittens, "Minnesota mittens"

WINONA ORC
INDUSTRIES, INC.