

Fund Development Meeting minutes

Committee Name: Fund Development

Meeting Date & Time: Tuesday August 9, 2016

Attended: Heidi Smith-staff, Linda Digby-staff, Deb McClellan, Maggie Modjeski,

Absent: Steve Volkman, Chad Anderson, Bill Reinarts, Bob Peterson

Next Meeting Date & Time: October 19th at noon

Date: 8/9/16

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| • Annual Report review | • |
| • Role of Fund Development Committee-final | • |
| • Action Items-finalize document | • |
| • Discussion of adding Fund Development position to 2017 budget | • |

Annual Report review

The first version of the annual report for 2015 from Pelaez Creations was reviewed and revisions were discussed. Goal is to print and distribute in September. A letter to the Laundry Initiative will be included in those that donated to the Laundry campaign.

Role of Fund Development Committee-final

The document "Role of the Fund Development Committee" was discussed and it was agreed the current version is final. Heidi will ask Helen Nordby to post to the Fund Development portion of the Board's website.

Action Items-finalize document

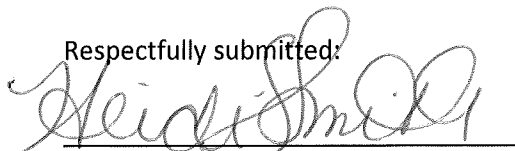
Additions were put into the action items document including:

- Creation of timeline/calendar for Fund Development projects for:
 - Winona ORC newsletters
 - Grants
 - Appeal letter
- Update the contributor list
 - Including addresses
 - Deaths of family members (take off address/letter)
 - Include entire board to help update document

Discussion of adding Fund Development position to 2017 budget

Linda will send Maggie former job description for the previous Fund Development position and an updated position job description will be created for board review and approval during budget process for 2017.

Respectfully submitted:



Heidi Smith, Executive Director

Role of the Fund Development Committee

Purpose: As a committee of the Board of Directors, helps the Board carry out its due diligence function related to assuring fiscal health through philanthropy and fund development. The Fund Development Committee works with staff to establish a fundraising plan, strategies and calendar. These include annual appeals, events, parties, and “friend-raising”, grants, planned giving, protocols and more.

Reports to: Board of Directors and takes direction from the strategic plan

Staff to the Committee: Executive Director

Committee membership and operations: Members include both Board and non-Board members. All committee work is done in partnership with and through the leadership and enabling of assigned staff. The committee does not usurp the authority of the Board, and neither directs nor oversees staff.

Frequency of meetings: As necessary, estimated at 6 times per year

Scope of work for the Fund Development Committee

1. Devise and recommend philanthropy and fund development policies and recommend to the Board for action, including any limitation policies.
2. Help nurture a culture of philanthropy throughout the organization, and assure that all donors of time and money are respected and honored.
3. Assure that the Board and individual Board members are adequately educated about the basic principles and best practices in fund development.
4. Through the fund development planning process: establish the charitable contributions goals for the annual budget; devise the annual fund development plan for action by the Board; and, recommend results and benchmarks for action by the Board.
5. Review results and evaluate return on investment (ROI) compared to plan. Identify trends and implications and engage the Board in strategic dialogue and decision-making regarding philanthropy and fund development.
6. Help the Board articulate the case for philanthropic support directed at specific audiences.
7. Establish and monitor task forces to carry out specific fund development activities.
 - a) Annual Fundraising-board members and staff
 - i) Annual report to be included
 - ii) Create a donation plan to ensure intentional “asks” from donors
 - iii) Create roles for board members and staff to do specific “asks” (such as a personal call, follow up email, etc.)
 - b) Grants-currently role of staff
 - c) Events-sub-committees that report to the Fund Development Committee
 - i) 5K-Lead is Chianne Thicke
 - ii) Golf –Lead is Kevin O'Reilly
 - iii) Other
8. Provide personal follow-up to individual Board members to monitor their participation.

Action Items for Fund Development Committee 2016

To be included in each agenda for the Fund Development Committee

Revised 8/21/2016

1. Create Annual Report

Who- Heidi and staff

What:-

- Use information from the POP report to create a professional annual report to be used for Fund Raising
- Thanking current/previous donors

When:

- Report to be created 9/1/16
- Finalized to printing by 9/15/16
- Distribute by 9/26/16

2. Update Laundry Donors regarding status of the project

Who – Heidi and Staff

What –

- Create letter updating all donors of \$1000 and above regarding the success and progress of the laundry by 8/31/16
- Also advise in the letter the current growth may require additional equipment.

When –

- Letter to be finalized by 9/9/16
- Mailed (along with an Annual Report) by 9/26/2016

3. Send out annual appeal letter

Who – Heidi/staff and Fund Development Committee

When –

- Create letter by 9/1/16.
- Obtain mailing costs by 9/1/16.
- Letters to go out by 11/4/16. Thank you letters to all donors are to be personally signed by Heidi and sent out as funds arrive.
- Track responses through 1/31/2017

4. Timeline/Calendar for Fund Development projects/objectives

Who-Heidi/staff and Fund Development Committee

What- Create timeline for Fund Development projects that includes:

- When specific items need to be completed
- Identify who is responsible for assuring it is completed

When-Develop for each event as project progresses

- Golf tournament timeline due by 9/1/16
- Starlight stroll timeline due by 12/1/16
- Annual appeal letter timeline due by 11/1/16
- Newsletters timeline due by 12/1/16
- Grants (list of grants usually applied for annually) 12/1/16

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5. Update Contributor list

Who-

- Heidi/staff will create a consolidated list
- Fund Development and Board will help update contributor information

When-

- Contributor list will be completed by 8/22/16 (board meeting)
- List will be distributed via email to Fund Development committee first 9/26/16 (board meeting)
- After updated, board at large can help to update rest of list 10/24/16 (board meeting)