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**WASHINGTON STATE COMBINED FUND DRIVE  
ADVISORY COUNCIL MEETING**

November 5, 2020  
10:00 AM – 11:00 AM  
Via WebEx

**Welcome and introductions:**

Heather Hirotaka called the meeting to order and welcomed all in attendance.

**Attendance:**

Council Members Present: Imelda Ang (Department of Labor & Industries); Bonnie Jacques (Department of Social & Health Services); Jolyn Mason (University of Washington); Seth Miller (Department of Retirement Systems) and James Reddick (Retired State Employee and the PARC Foundation).

Staff Members Present: Dawn Baker, Heather Hirotaka, Heather Lucas and Stephanie Prentice.

**Minutes review:**

The minutes from the June 11, 2020 meeting were reviewed and accepted.

**CFD current staffing:**

- CFD staff is now down to Dawn Baker and Heather Lucas as Jerika Ferguson has left to pursue another career.
- We are a small but mighty team and are getting things done as quick and as best as we can.

**2020 Budget:**

The budget worksheet was sent out before the meeting for review and Stephanie went over a few highlights.

- As of August we have disbursed about \$945,000 this is down a little from 2019 which was at \$962,000 but up higher than 2018 at \$924,000
- With less money being put out for travel, salaries, printing, etc. the administrative fee is at 8.7% as of August.
  - Bonnie Jacques asked how much of Heather Hirotaka and Stephanie's salary came out of the CFD budget: Heather Hirotaka's Salary is not currently paid from CFD funds and Stephanie's right now 25% is paid by CFD but will be moving to 50% as she is taking on



Secretary of State

*Kim Wyman*

Making a World of Difference

more duties until we have a new Program Manager. Once that position is filled, it should go back down to 25% again.

### **Virtual Campaign:**

Heather Lucas gave an update on what the CFD is doing to keep up with the changing need of our volunteers and donors.

- A virtual campaign link has been added to the news and events section on our home page that takes you to the volunteer resources page which hosts a bunch of information on how to have a virtual campaign.
- Volunteer training was originally in LMS but it did not work for a lot of volunteers so we have had two WebEx trainings that are scaled down versions of the in person trainings normally held. About 30-40 people attended each one.
- CFD Q & A WebEx sessions have been held a couple of times with huge success and will continue throughout the campaign as needed. These have been a great avenue for volunteers to ask us questions directly and get feedback/ideas from other volunteers.
- First Week to Give despite all the technology glitches ended up being very successful with just over \$70,000 raised during the promotion and just under 800 volunteer hours logged.
- Worst Halloween Candy poll was also a huge success with \$3,064 raised for the CFD during the week. Candy corn was determined the winner and DOC had the most votes so Secretary Sinclair received a basket of candy corns.
- We have revealed the Shieldy mascot for an engagement piece. He can be changed to coordinate with holidays, school colors, causes, etc. and is up on the page for volunteers to use.
- E-grams have been a success so far and will continue to be used throughout the campaign. We just released Veterans Day Grams and will either do Giving Tuesday or Holiday grams in the future. HCA did a promotion and raised around \$1,800 in one week with their grams.
- Other events that agencies are planning are: virtual 5k's, virtual stair climb, virtual turkey trot, ugly sweater voting contest and talent show voting.

### **Round Table Discussion:**

- Online fundraising ideas to maintain/increase CFD general fund.
  - Questions of the week: ie, Cats or Dogs, Coffee or Tea, etc.
  - Spring 5K with a t-shirt of shield
  - Virtual charity fair (UW did this and it was a big success)
  - "Fill" the audience promotion
  - Trivia Contest
  - Virtual Stuff the bag
  - Mask photo contest



- Pandemic pets contest
- Virtual chili feed
- Online/virtual auctions
- Thoughts on engaging volunteers/donors online.
  - Have weekly articles during the campaign about various charities
  - Have a “shieldy” a donor can have put up at the charity with their name on it (like you see in stores sometimes)
- Theme ideas for the year.
  - Unity in community
  - Something with hope, resilience, togetherness
  - One state, one community, many charities

**Dates for future Advisory Council meetings in 2020:**

Tentative dates have been set:

- March 3, 2021
- June 10, 2021
- September 9, 2021
- December 2, 2021

**Adjournment:**

