

King County Combined Fund Drive Steering Committee Agenda

University of Washington
UW Tower 4333 Brooklyn Ave NE, Seattle WA 98195
Tuesday, August, 5 2014 Fremont Conference Room – T 22
9:00 a.m. – 10:30 a.m.

In Attendance: Miriam Castro (UWCFD), Kerri Everly (UWCFD), Brianne Kegley (Committee Chair, UW Patient Financial Services), Curtis Bronson (WSDOT, Alaskan Way Viaduct Replacement Program), Alex Stone (Summit Assistance Dogs), Lauren Lane (Ronald McDonald House Charities of Western WA & AK), Jeanne Lenz, (Employment Security Division, Philip Kerrigan (CFD State Office), Annya Ritchie (Office of the Attorney General).

Welcome New Members: The committee welcomed Virginia Daugherty from ArtsFund to the committee! Robert is no longer on our committee as his position at his organization was eliminated.

Action Items:

Annya will email the committee for volunteers to staff our CFD tables at the upcoming kick off expos.

Miriam will put the box of supplies together for the event which will include: table cloth, sign-in sheet, State CFD popup banner and a few marketing materials as well as the t-shirts.

Philip will get us three sets of movie tickets to use as door prizes for our attendees.

Philip can assist in procuring a large door prize for the UWCFD Kickoff. He may be able to get Sounders tickets and a hotel stay. Kerri will follow-up with him for details.

Brianne has asked that everyone on our committee procure at least one item for use during the King Co. campaign, either for contests or at the silent auction.

Action Items Completed (prior month):

Philip will look into ordering extra CFD jerseys for King County to sell during their events. Philip has ordered us extra jerseys to sell at events and will bring to today's meeting.

Jeanne has a wage conversion table that she will send to Miriam that might make the Give One hour per month calculation easier for attendees. Jeanne has sent to Miriam.

Kerri will look into a photo printer to use for events. Kerri research a photo printer, they are around \$200 to purchase not including paper. Annya suggested using a Polaroid as a backup, cheaper option and will research to see if she can find one.

Subcommittee Updates:

Campaign Kickoff: Annya has been working with Junelle and we have been invited to participate in three fairs this year: South End Expo at the Renton Elections Building, the Downtown Expo at the county courthouse and the North End Expo at the Brightwater

Facility in Woodinville. Our committee decided to attend all three of the fairs. Miriam will be communicating with the county coordinators to market the fairs. Curtis and Annya have signed up for the Downtown location, and Alex agreed to help set-up at all three locations, he will have to staff his own table when the fairs get started. Annya will email the committee for volunteers to staff our CFD tables at the upcoming kick off expos. Miriam will put the box of supplies together for the event which will include: table cloth, sign-in sheet, State CFD popup banner and a few marketing materials as well as the t-shirts.

Philip will get us three sets of movie tickets to use as door prizes for our attendees.

Campaign Shirts: Kerri followed up with the sponsor that Leslie had introduced us to and has not heard back, At this point we do not have a sponsor for our shirts and will have to take it from our budget.

Our committee will plan to order the shirts again from Sanctuary Art and decided that we would like to have the State 30th Anniversary logo on it somewhere. The committee also likes the logo that is featured on the team jerseys and would like to have that logo on the shirts as well. We decided on grey and a bluish teal color. We will get a combo of crew and V-neck again. We have \$700 allotted for t-shirts. Since we had shirts left over from last year, we will plan to adjust down our order for this year

Procurement:

Jeanne gave the committee an update on a baseball game that she is organizing. Philip will help her with marketing. Philip can assist in procuring a large door prize for the UWCFD Kickoff. He may be able to get Sounders tickets and a hotel stay. Kerri will follow-up with him for details. Brianne has asked that everyone on our committee procure at least one item for use during the King Co. campaign, either for contests or at the silent auction.

Training: We currently have 47 King County coordinators RSVP for training this year. The training committee ran through one of the modules it needed to fine tune with great results.

Budget: Kerri added a little more money to recognition event, specifically for awards for this year. Next month's budget will reflect the training costs.

Recognition Event February 10, 2015: We are still planning to hold our event at the Lake Union Yacht Club and will proceed forward with the Ravishing Radish catering company. If we use their services, we get the venue fee waived. We decided to pay for one drink for our guests with the cash bar option thereafter. Kerri will continue working with the caterer on the details.

State Report:

Marketing Report: Philip reports that materials will be available for King County Trainings. We reminded him to please send us the amounts that coordinators ordered last year. Miriam will send him the RSVP list.

Philip ordered our committee extra CFD team jerseys for sale at the upcoming kick off events. He asks us to please not give any away and to keep a log to track sales. The jerseys are \$40 and people can pay via check or cash. He will have a credit card link set-up on the state site as well.

Volunteer & Outreach Status Report: Coordinator trainings will start next week with King being the first to kick things off.

Development Report: Continuing to work with potential sponsors for next year's campaign.

Overall Campaign Report & Updates: Raised \$15,000 at the CFD birthday party and had over 750 in attendance! Twin Star Credit Union sponsored the entire event. The wildfire relief campaign has raised \$8,900 to date.

Working with Matthew on making improvements to the CFD system, will have updates in place by training.

Overall the campaign is trending upwards, typically at this time the state CFD campaign is down about 5%. The Oso relief fundraiser has contributed to this upwards trend.

Next Meeting: A handful of people have indicated that they will not be available for the September meeting as it is the day after Labor Day. Miriam will email the reminder out as usual to get an idea of how many members will be in attendance.