

Fundraising Foundation Meeting Minutes
June 21, 2016

Present: Pat Caldwell, Teresa Dowd, Paul Kaminski (St. Mary Foundation) Lisa Lamb and Donna Siegel

Paul Kaminski, Vice President of Fund Development at the St. Mary Foundation discussed how their Foundation is set up. He has the following staff:

Mike Page - Major Gifts and Planned Giving
Lezli Roberts – Major Gifts and Planned Giving
Jacqueline Morgan – Annual Giving
Susana Vasquez – Data Research and Moves
Rosa Ramierez – Grants Program

Database staff tracks donors and their giving trends. He stated that the donor database is the most important thing and data entry should be limited to 1-2 people. Donations need to be entered consistently and coded. Thank you letters should be sent to the donors. An email list is critical. Donors should be kept informed with monthly reports. Paul invited us to come out and see their system.

St. Mary's has a Board of Trustees that is the governance board and has authority over the Foundation Board. The Foundation Board is the fundraising group. The Chair of the Foundation Board is a member of the Board of Trustees. The Board of Trustees doesn't direct the Foundation Board, but approves of what they are doing. The Foundation Board keeps the Board of Trustees informed and provides monthly tracker reports. Terms are 1 year with a 1 year renewal to keep up new energy. There are 25 volunteer members and they must commit to giving (giving society), attendance at meetings and attendance at fundraising events. He does not keep members that are not actively involved.

There are committees within the Foundation in Finance and Board Development, Events (run by volunteers not staff), Marketing/PR, Health and Wellness, Estate Planning (attorneys, financial planners, CPA's), Annual Fund and Major Gifts (capital campaign) and Employee Giving Campaign. Staff members are on the committees. Pat has the St. Mary Foundation's bylaws and committee job descriptions she can share with us.

When setting up the Foundation, start with the end in mind. Paul thought a parent pledge program at each school would be the best way to start. It could be \$10/mo. or more. Automatic deductions are the best way to go. Parents that are already paying for laptops could add to the payment and/or keep their payments coming out once their laptop is paid off. He said we should build our case and lay out the benefit of donations, i.e. the vision for the future. Staff could be surveyed to see what each department's needs are. Projects could be NSAA's new campus, capital needs, community programs, etc. We should align the donor's passion with the donation and sell the vision. We could have various initiatives or put everything into a comprehensive campaign that would be less restrictive. The campaign would include all needs and projects to donate to and parents could choose where to direct their donation. At the school Paul was at before they met with each parent individually. We could do a kick off type event and invite all the parents. We could build relationships with parents that we know have more \$ to give and ask them for donations towards special projects. Alumni are a good source for donations also. St. Mary's holds luncheons and mixers to honor donors. Special events are "friend raisers" not "fundraisers" and we should change up the type of event each time. We also need to know who

are students are and where they have gone – i.e. Alumni Hall of Fame. This needs to be made known in our marketing.

We need to start with an internal meeting with the Finance Dept. At St. Marys, all funds are deposited into one account and then there is a ledger. We have many different accounts, and PTC, Athletic Boosters and Band Boosters are separate entities. Teresa will set up a meeting with the Finance Department regarding internal tracking. She will also look into a donor database program. All donations can be tracked in the donor database software regardless of what account it goes into.

Lisa will meet with the Exec Team and Principals about streamlining fundraising within the schools. We will then have the fundraising committee meet with this group to do some internal visioning.

Paul thought we should start with the database and the parent program. He said he has time to help us. We need to map out what we want to do and what we can accomplish. The initial Foundation Board should be made up of 5 – 7 volunteers and can help with the vision, be present at the kick off meetings and provide contacts. A list of potential Foundation Board members we came up with is: Jean Waits, Sandra Briney, Kevin Crosson, Cheryl Thompson, Donna Metcalfe, Dorothy Harp and Val Emick.

Pat will share with us documents from the St. Mary Foundation such as bylaws, etc.