

1_14_2014 FINAL Development Committee Meeting minutes

Present voting members: Evelyn Bless, Pat Keeley, Nancy Stearns, Libbie Jae & Craig Nowicke
Also present, Todd Dunkle, Adrienne Hutelmyer
Absent voting member: Allen Levy
Called to order at 3:11 pm.

Chair: Evelyn; minutes: Libbie

Approval of November Minutes – motion by Nancy, 2nd by Pat. Approved.

**** Budget 2014** – skipped because Paul not present. Budget will be presented @ 1/22 board meeting - new date because of need to have most current financials available.

**** Development news** – by Todd

*** Corporate members**

- \$15,000 donation by Craig & Laura Nowicke. Breakdown: \$6000 – sponsorship of 4 concert shows, \$4500 –for lighting – and this will be matching funds through “Power to Give” and \$4500 –for sound, also as matching funds through “Power to Give.”
- “Power to Give” is a matching donations program, organized by Arts Council for all of the non-profits in Tampa Bay. Can only have projects up to \$10,000 and only 2 projects at once. You have 90 days to come up with target. When matching funds are available, is more of an incentive to give. We put in a match so that when someone donates \$100 they have the effective gift of \$200. Website goes live January 26, 2014.
- “Give Day” Tampa Bay: May 6. Community Foundation of Tampa Bay.

* Craig is doing a **video “what it means to be a sponsor”** that can be used to encourage other businesses to become sponsors. He will film his sponsored shows.

*** Other gifts:**

- David and Jennifer Kirschman - \$200
- Bob & Jean Kerns - \$100 in honor of Emma Grace for New Horizon Band
- Laurie Ledbetter - \$1200 donation
- First day back of the new year, a lady came in and asked us to fill out a form denoting CCC as a beneficiary of her life insurance, which is our first gift to endowment fund.

* **Grants:** we wrapping up grants from last year.

*** Choir donations** –

- Chorus raised money to pay for accompanists & soloists \$600-\$800 - helping the Lily Fund.
- Craig – next thing on the “wish list” for chorus should be risers.

**** Board will go through fundraising training** to help us evolve into being oriented toward future development. 5 sessions of board training - starts January 31 and runs for 5 consecutive Fridays from 1/31, 2/7, 2/14, 2/21 and 2/28. Culminate in Donor Luncheon at 5th session (put it into practice). Will use curriculum from the Lorins Seminar. All non-Board committee members will also have training, either with Board or in separate committee sessions.

**** Donor Luncheon** will be 2/28 at noon – per Todd

Ambassador Level - \$500 and up- technically are the invitees to donor luncheon: 11:30-1:00. We will invite other people whom we wish to thank. Event will be similar to “Friendraiser.”

Action item for Craig: Craig will update video with “Messiah” clip for showing at donor luncheon.

**** Annual Meeting** – “State of the Union” board meeting – 2/19, which will allow CCC members to meet the Board members.

Action item for Craig: If possible, we’d like to show Craig’s updated video here too.

**** “Friend-raiser” 2014** (Evelyn) – in April – Todd will check on date

- Need to get started on this, as last time we were late w/ invites.
- Next Board meeting – will announce need for a list of potential invitees. Ask everyone who sent invitations to write/call the invitees, thank them again and ask for names of other potential new “friends.”
- DATES: “Save the Date” – should go out end of February – send out via email. Email if we have their address: if we don’t, then mail out a hard copy.
- Invites go out in March, one month before the event, both email and hard copy. “Cast a wide net.” We should invite people who come to Center for only one interest, so they can learn more about Center, if they have potential to become more involved.

* Nancy - Table designations needed for next “Friendraiser” to avoid confusion.

Action item for all: We should review notes we took following last “Friendraiser” (November Development meeting) to see what we said needed to be done differently.

Action item for Evelyn: Evelyn to send out email to all committees/Board, bring up at Board meeting.

**** Tuition Assistance campaign – Todd**

Awareness this is coming up. How do people know we have tuition assistance in order to ask for it? People who avail themselves of tuition are mostly children in summer, but some adults do in classes. Possible sponsor ideas? We need to rethink and retool this.

- Publicize w/ a personal story of financial assistance and go out and ask for sponsors. Personal stories are the best way to appeal.

**** Community Outreach – Evelyn**

Have volunteers do outreach to get our name out there beyond Carrollwood. Currently only Board members, staff and Development committee is doing. Volunteers will need some training/mentoring; Allen Levy is a great mentoring resource.

Action item: Evelyn will talk with Ruth about adding this to the monthly volunteer signup schedule, so we have regular hours to do outreach. Ideal would be a weekly run of two people, two hours.

Possible places/times for outreach:

- Booth at other non-profit events. We’ve got a booth at Market Day and Northdale events. Also: Village Fest, Kids Fest, Millenium Run, Northdale family festival.
- Lutz, CABA, Keystone, health orgs, fitness clubs
- Someone going out into the community w/ candy, doughnuts, balloons, and say here we are and leave pamphlets.
- Volunteers say ‘thank you’: we periodically go to a business that is a corporate member and say “thank you” with a gift of balloons, donuts.

The most significant thing we can do to raise awareness of Center among new people is to get them to sign up for e-blasts. How to get email addresses? Ideas:

- Everyone who gives us an email address gets one free tix to an event.
- Worried about duplicate emails or wrong emails. One possible fix: volunteers should know how to enter email addresses at point of contact, so can verify immediately.
- Ways to engage with us when we’re at a booth. 50% off coupon?

Adjourned 4:40 pm

Next Meeting at Feb. 11, 2014 @ 3 pm