

The mission of the Development Committee is to help maximize the Center's philanthropic revenue. Philanthropic revenue comes from memberships, donors, sponsors and grants.

## **2\_11\_2014 FINAL Development Committee minutes**

Present voting members: Evelyn Bless, Pat Keeley, Craig Nowicke

Absent voting members: Nancy Stearns, Allen Levy, Libbie Jae

Also present: Paul Berg, Todd Dunkle, Adrienne Hutelmyer

Called to order 3:10 pm. Chair and minutes: Evelyn

- **Approval Jan. 2014 minutes:** no quorum, so approval was tabled.
- **Budget 2014 goals** (Paul): 7500 for sponsors. Now at 20%, and more will be applied when used. 10,000 for grants: now at 28%. Big grant comes in July. We set very modest goals this year—being realistic.
- **Sponsored events:** Craig and Linda Nowicke's ReMax sponsored Shaun Hopper. VIP event before went very well: held in dance studio, catering by Olympia. Entrance was awkward; needs to be a different way to get in.

For the Jonathan Edwards event on 2/28, to have a personal connection Craig wants to open with the Chorus: 10 members to sing. Each can bring a guest. VIP will be pizza party beforehand.

**Action item for Pat:** will develop list of names of suggested Chorus members and give to Craig.

New sponsors: Video: "Here's how you sponsor an event at the Center:" Craig is making this with Kevin Newsome. He has a couple leads for potential members/sponsors who want to be good members of community and/or build their brand. Craig will focus first on getting people in as corporate members. We build the relationship; sponsorship comes after.

**Action item for Craig, Paul, Todd:** meet with Craig to develop "elevator talk" for potential corporate members, how to handle.

**Action item for Craig and Center staff**—which staff members? what will be next step if a business wants to be a sponsor of a particular act or type of music they are passionate about? This can affect 2015 bookings.

Craig would like to do  $\pi$  Day (pi/pie day) for Metropolitan Ministries on 3/14/14 ( $\pi=3.14\dots$ ): do it around Easter, but we do not have available space. Can be food and/or other things they need and never ask for. Still investigating options.

- **Community outreach.** Evelyn talked to Ruth about adding outreach to volunteer signup calendar. Two hours, twice/month: once for market, once for outreach or other venue. In March, we will have just Arts in the Park. Volunteers must be trained in what to do and say. If we have volunteer booths at places like Northdale, they have to know how to set up and take down the tent.

Ideas for getting people's email addresses: go to them and ask directly, rather than

waiting for them to come to the booth. Very successful for Bill DeMare last week. Craig suggests getting a couple high stools and sitting in front of the booth—it's more welcoming.

**Action item for Evelyn:** Talk w Ruth about volunteer training this Thursday—can we include the outreach in it.

- **Development news (Todd)**
    - **Power to Give.** Goes live 2/12, will be on Arts Council website, link to our website. This is 90 day campaign, first one is for our sound system. We have matching funds (4500 from Craig and Linda) and we will acknowledge this internally to donors.
    - **Tuition Assistance:** we will add a campaign on Power to Give specifically for tuition assistance for kids for summer camps. Will have story, videos, link to our website.
    - **Donor luncheon:** invitations will go out tomorrow (2/12) for 2/28 event.
    - **Action item for Craig:** update the FriendRaiser video with Messiah clip for Annual meeting (next week) and if can't do it by then, then by Donor luncheon 2/28.
  - **Friendraiser April, 2014:**
    - April 25 at 8 am is FriendRaiser.
    - Evelyn asked Board members last month to think about names.  
**Action item for Evelyn:** send email to all Board and committee members to give them suggested protocol for handling guest names and key dates.
    - Protocol: If you have a personal connection, no matter how slight, to this person, you should INVITE THEM PERSONALLY. Call them (preferred) or send a personal email about the event. You will also send the “save the date.” The Center will do this for you if you have NO connection at all to the person, but personal invites are best.  
  
Key dates:
      - By 2/18, Todd will develop a form that you can use for listing basic information about the people being invited. This is to standardize our information, which was a problem last time. He'll email to everyone.
      - Call people on your list and fill out the form.
      - By 2/28, return the form to Todd with names and information.
      - By 3/13, Todd will send a “save the date” graphic to everyone inviting people.
      - By 3/15, you email the “save the date”. Or make a phone call. Or both.
      - By 3/24, Todd will mail printed invitations to everyone whom you have invited. The invitation will ask for rsvp by 4/11.
      - By 4/18, you call to remind your invitees and/or check if they're coming.
      - On 4/25, you show up to welcome them to your table.
  - **Committee Governance/fundraising training:** We will do at March meeting. After the training, committee will hopefully develop goals for year.  
**Action item for Todd:** develop calendar of development events.
  - **Strategic planning facilitator:** Craig has a friend who does this and will investigate.
- Meeting adjourned 4 p.m.

Next meeting: 3/11, 3 p.m.