

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

4_8_2014, FINAL minutes, Development Committee meeting

Present voting members: Allen Levy, Evelyn Bless, Nancy Stearns, Libbie Jae & Pat Keeley

Also present: Todd Dunkle, Paul Berg

Chair: Evelyn, minutes: Libbie

Called to order 3 p.m.

Approval of Jan and Feb 2014 minutes: Minutes from Jan and Feb were approved by a motion by Nancy S., 2nd by Evelyn

Financials - Paul Berg

- Board annual donations are not at 100% yet.
- Power 2 Give - Board members' annual donation cannot be made to Power 2 Give. Nevertheless, Board should be encouraged to donate to Power 2 Give. Matching funds: Power 2 Give does not always match each donation. Also, it's not predictable when Power 2 Give can offer matching gifts.
 - How can we better alert members that matching gifts are now being offered?
- Next week "make your gift" or "give now" –. Timing is essential.
- First Chair –off budget by one, but no campaign on this. Suggestion was made to give personal stories as a campaign for first chair. There is a story behind every chair. This is what moves people.
- No campaign on the piano maintenance. People are not aware of it.
- Paul suggests a fund raising piece in each *Centerpieces* – with a personal twist.
- Corporate gifts weigh in heavily at 2nd half of year.
- DCA (Division of Cultural Affairs) – is the Florida state "grants giver." It appears that a reduced %age of the amount to be awarded may become the "new normal."
 - Many orgs in same boat; some orgs get support outside of grants process.
 - Florida Association of Arts Agencies is an advocate for art organizations: has one lobbyist.

Action item for Paul: Paul will write out a dialogue/email to give board members and all interested stakeholders, with where to call/send/mail it, so we can have many voices making a pitch for our share of the DCA budget—hope to affect the grant-awarding process. We will ask Center stakeholders all to write, explain urgency. The timing is important—should not be too far in advance of the actual vote.

- NEA (National Endowment for the Arts) – other source

Development - Todd Dunkle

- Trying to be smarter about grants, making sure we apply for grants that we have the best chance of getting.

- Likely small grants from Kohl's, Macy's, Sheriff's office – these grants are awarded to non-profits that are bettering quality of life in our community.
- Sam's & Wal-Mart have funded us in the past but are not awarding to arts at present.
- Big grants: State Touring Grants – due May 1; \$70,000 from DCA - General Program Support (GPSG) – we're hoping to get.

Community Outreach - Todd Dunkle

- **Friend-Raiser 2014. New date: May 30, Friday at 8 am** “Breakfast at the Center.”
 - Board members: verbal to invitees. “Save the Date” graphic from Todd, asap. Let Todd know whom you've invited. 3 weeks before, Todd will mail invitations. Board members should do followup calls.
 - **Action items Evelyn:** notify Ellia of date and ask her to activate committee. Loop Ruth in this. (as volunteer coordinator). Send reminder to Board (more than one reminder).
 - **Action item Allen:** notify Brunchery/Brunchies? of date.
 - **Action item Todd:** send Save the Date.
- Community outreach locally with volunteers. Evelyn asked Allen to be focal point for training volunteers in how to talk with local businesses. Allen, Norma Stemm and Evelyn will go next week.

Fundraiser ideas:

- Pat: Piggy bank – kids get them to ask for donations of change, to raise money for summer camps scholarships. When they bring their money in, have a celebration w/ pig food –BBQ kind of a thing – and put in a big pig. Evelyn is going to take it to programs committee for next step.
 - Timing of this project is important to help fund scholarships. Libbie suggested giving to kids at beginning of summer and having them collect all summer long – final will be a bbq party, making it all a math lesson and a philanthropic lesson in altruism. Can also be showcase for fall classes.
- Evelyn: A very special Jazz Night. We already have a lot of jazz aficionados, so we know w have an audience for this kind of music. Use Jazz w Jim as kernel, bring in more jazz artists, ask them to do one number (donate their time). Jim has a lot of contacts; he can bring artists in. Also ask people who've been here, if they are local: would someone like Shaun Hopper like to sit in on a number? We wouldn't have to charge for attendance; make sure everyone knows it is a fundraiser and ask them to donate what they can.
 - Alternative: Jazz Festival - starring “Jazz With Jim” – fundraiser with different jazz bands (from high schools?) playing jazz in different areas of our campus. Paul says minimal up front financial obligation on us.
- Discuss at greater length next month.

Governance Training - Paul

Last Fall, Paul, Todd and some Board members went to a program by Chuck Loring – a nationally recognized leader in fundraising with non-profits. Very effective – using it as a

basis for a paradigm shift. Board has been going through this training and now it's time for the committees. Review of this material today with Development:

- The arts have only a tiny percentage of all philanthropic funding and 60% of individual contributions come from baby boomers. What happens as they retire? As they die? Must find new, create sources of fundraising.
- The Board is using the book *Good to Great for the Non-Profit Sector* (Phil Collins) as a guideline. All non-Board committee members will get copies of the book. It's not just about fundraising. It's about having a clear, unified vision of who we are and everyone sharing the passion. Think about how, when you love a movie, you tell your friends: "you've got to go see this movie." You are fundraising for the movie. You can do the same for the Center.
- Our mission statement needs tweaking. Currently, "To provide cultural and educational programs and events in our region that enhance learning, creativity and a sense of community across groups and generations." No one can remember it. New one needs to be short & snappy. Clear & concise. So everyone can remember. Our mission statement is first step in helping to demystify fundraising.
- Other things we'll do:
 - Develop 40 reasons to support the Center
 - Identify personal strengths and build on them
 - Develop elevator pitch
 - Develop your personnel network
 - Potential prospect plan
 - Become comfortable w/ fundraising

Todd asked the people at our donor luncheon: why do you support the center? Didn't get a lot of answers. Our revised approach may require more of an interview setting. We must allow people to respond and find their stories. Everyone has a story to tell, and hearing them—and telling the stories to others—will make the difference for us.

The three essential characteristics of any donor are:

- **linkage:** know someone here
- **ability:** have disposable income to give
- **interest:** we must meet the donor's needs first, ours second
- Are we soliciting people with all three characteristics?
- How are we measuring ability? Interest?

Development process: the length of the relationship determines the value of donor potential.

- People gradually move from unknown...to prospective donor...to a donor (50% donate only once)...to repeat donor: and then to upgraded donors: ...special gift...planned giving.

Adjourned: 4:50 pm.

Next meeting: May 13, 3 pm