



## Fund Development Committee Meeting

Date: February 9, 2022

Time: 2-3p

### 1. Welcome

*In attendance: Connie Cross, Jeff Voit, LeRoy Northam, Lindsey Rennie, Ed Stracke, Pat Flicker*

### 2. Planned Giving

- Legacy Consulting Service Summary **SEE: WACOSA-Consulting Services Summary**
  - i. As of today the Endowment is close to \$150,000*
- WACOSA Endowment Fund Descriptions **SEE: WACOSA Endowment Fund Descriptions & Assigned Tasks**
- Planned Giving KPI and Progress **SEE: WACOSA Planned Giving Program Report 12.31.21**
- Case Statement Updates **SEE: WACOSA Case Statement 2021**
  - i. Question was raised about putting the case statement on the webpage and after discussion it was decided that we would work with marketing to get more stories on the web but the case statement would remain a handout for prospects.*
- Gift Acceptance Policy edits **SEE: Gift Acceptance Policy with proposed edits-2022**
  - i. Motion was made by LeRoy Northam to recommend that the changes to the Gift Acceptance policy be approved as written at the next Board Meeting.*
    - 1. The motion was 2<sup>nd</sup> by Connie Cross – all approved.*

### 3. Overall Fundraising

- End of Year KPI's
  - i. Reviewed 2021 – discussed the KPI format and it was determined to stay the way it has been in the past.*
- Grants Update
  - i. Looked at grants in process and discussed the impact of when grants were approved vs when they are received for annual goals.*
- Goals for 2022
  - i. Reviewed goal for 2021 and set a 9.15% increase for a 2022 fundraising goal to \$664,000*



4. 2022 1-5K update

- Set the date – *August 6, 2022*
- Do we want to look at a name change for the event?
  - i. Decision was made to have a discussion with administration about creating a team for this with members of Development and Marketing committee as well as the current staff committee*
- Sponsors
- Next steps

5. Other

- Pizza Ranch, ROX game, Panera

6. Marketing and Development Collaborations

- Newsletters
  - i. The next newsletter will highlight the connection with St. John's University and the employment history of about 30 years.*
- 1-5K Social Media Marketing

**MEETINGS ARE 2<sup>ND</sup> WEDNESDAY OF FEB/MAY/SEPT/NOV – From 2:00-3:00**

**February 9, May 11, August 10, November 9**

*(August 10<sup>th</sup> was changed because of Board Meeting dates)*

*Pat will send out zoom invitations right away for all the dates so they are set.*