

WACOSA DEVELOPMENT COMMITTEE MEETING

Thursday, August 15, 2024

4:30-5:30 p.m.

Attendees: Meghan Hines, Peggy Bayer, Lindsey Rennie, Nancy Betts, Julie Haag

Did not attend: Connie Cross, Lori Johnson

Meghan Hines is the new Development Manager.

In review of previous board meetings and what has been presented, going off of KPI's. More questions than information to present right now.

Previous meetings were held a week or two before the board meeting. The amount of time committee meets is dictated by the members of the group. Can be in person, hybrid, or zoom. Invite Nancy and Sandie to all meetings. One of them will try to be there. Agendas correspond to what is going on with the annual calendar. Currently BASH event. Others will be Give to the Max and the annual appeal.

Have split off the grant piece from the committee. Lorie Schneider is writing grants. Most of the KPI's had to do with the grants. Dollars with grants will still count in budget for development, but not a lot with this committee. This group focuses on the philanthropy part. Fundraising events, strengthen endowment, and the WACOSA Legacy Society. Ambassadors for whatever is going on. The focus previously has been on events.

WACOSA development is in transition phase. Would try to strategize. Our reliable donor base is aging. How they get information is traditional, like paper. For WACOSA's long term development for the department, look to how to bring in new donors, why is there a passion. Strategic look at the story and the ways they want to hear it. Electronic. There are donors yet to meet. What should we be experimenting with? Internet is very important. Paper is phasing out. Online and social media need to be focused on. A lot of potential for getting people's attention and wanting to help. Have we tried telling things differently? Looking ahead to building more passionate donors. There are people out there that have heard of WACOSA, but don't know what it is. Getting different generations of people aware of WACOSA and what we do.

Still need to grow endowment, Legacy Society, and planned giving. The more we get in there, the more we can count on annual funding.

Community involvement piece. Opportunities out in the community. Share the story. Get clients out there meeting people.

Developing skills in planned giving area. Looking at what kind of KPI's are important, if they are simple, and a value to the staff to carry out the mission. Don't have a KPI that doesn't mean anything. KPI might be for example to try one social media campaign in the next six months and then count the number of touches that you get. What is the return on the investment? WACOSA needs funding that funds activities that are not reimbursed. How do we tell a story that captures what we don't get reimbursed for? Transportation is a big one. Community activities. Could do for example and Instagram/Facebook post showing clients doing something really cool.

What should this committee do?

- In transition phase
- What will make a difference?
- Exploring new and different ideas
- Focusing on planned giving
- KPI's probably not until next year
- Meghan learning what is funded and what is different
- Meghan has found even though KPI important, not performance indicators, but results. Indicates that we did something right, but need to know how we're doing that. That's where we have to start.
- Carf requires at least two KPI's. Can make changes to existing spreadsheet. Some irrelevant. Feel development should be more geared to figuring how well we provide services.
- Focus on 5 most important things. Ask the board what would be most beneficial to you?
- What groups reaching out to. Return of investment. How did we get there? What are the things that we did to get there? What doing besides big events? What other things developing?
- Position is 60% planned giving, 40% fundraising. Planned giving is ongoing, nurturing, relationship building.
- Getting 100% board participation. Important to say are a giving board. Participation and engagement.
- Fundraising events with Pizza Ranch in May or June, Rox game, Panera and Applebee's also have something. Employer matches.
- Other things in the community. Committee could work on. Beer tending for a cause. Donkey rescue. Building relationships. Getting the word out. Some companies in town have some fun things.

Development committee is kind of small. Do we want to recruit people to join us? Outside board members can be a member. Can solicit other people. Someone that has a development

background without a conflict of interest. Lindsey's husband Jeron. Lindsey will reach out to Connie Cross to see if still interested in being on the committee.