

Monday, November 24, 2025

WACOSA Development Committee Meeting

Present: Peggy, Meghan, Lindsey, Julie

Absent: Chad, DeAnn

Peggy brought up that the Paynesville community does a fund drive. There is a mailer that goes out to everyone in the township and city. WACOSA was added to this last year and stays on the list. The funds are disbursed after December 31st. Peggy believes it was a couple of thousand dollars last year. Wondering if this is something that we could develop in any other area? Are there any communities that do this that we could get added to? Peggy knows a couple of members and will reach out to see if she could get more information and maybe a copy of this fundraiser's request.

Updates

Give to the Max campaign was very successful. The Board came through with \$7400 for matching funds. We received \$8425 from donations which exceeded what the board put up for matching funds. \$15,825 dollars raised with board match.

Monthly donation program

Possible name ideas for the monthly donation program:

Partners in Possibility

Wacosa Roots Program (tag line, strong roots create strong futures)

Wacosa Steady Supporters

Every Month Matters

Momentum Makers

The Power of 12 Program

Would like committee members to think of any individuals they know to present monthly giving to?

Looking for a Social Proof Quote – would use to launch the monthly giving program. One sentence type testimonial.

Impact Story Angles – as a committee need to think cleverly. It has been very hard trying to come up with a metric or visual that we can use to easily present to people of what their money does. X amount allows us so and so to do blank. Something like that for WACOSA. Examples of what we think would appeal to potential donors about what they would feel strongly about. Meghan has brainstormed this. Not able to come up with something that is tangible and solid. For an example, \$50 per month would provide one of our WACOSA clients with...

Goal for monthly giving to start at \$500.00 per month. We have 4 individuals currently who are set up on automatic monthly giving. It is about \$250 combined. If we set a goal of \$500 to start off with it gives time to gather more metrics and establish more of where is the money going to. The goal is flexible and we can change it.

It will be marketed in a few ways. Direct mail as most donations come this way. We will have a text to give function. Hoping this will be possible in the future to do communications to text with option to opt out. It would be communicated through newsletters, on-line, social media posting. Want to have this as an option. We should have a monthly giving program and we never have. Social media standing is not super strong but is getting better. One of the more effective ways of getting the word out at no cost is social media. Individuals are on-line anyway.

Meghan will send out the name tag lines and committee members can give feedback.

Planning on sharing information regarding Give to the Max and Plan and monthly giving at the board meeting.

Meeting ended at 3:58 p.m.