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**WASHINGTON STATE COMBINED FUND DRIVE
ADVISORY COUNCIL MEETING**

December 7, 2021
1:00 PM – 3:00 PM
Via WebEx

Welcome:

- Welcome from Heather. Heather informed everyone that Secretary Wyman has moved on to the CISA team as the senior election security lead for the Biden administration. Secretary Hobbs was appointed by Jay Inslee and we are thrilled to have him on board. He is excited for Community Programs and dove right in. Secretary Hobbs has asked Heather to stay on which she is grateful for. There are also a few other directors from Secretary Wyman’s term that are still on staff. Heather then proceeded with roll call.

Attendance:

Council Members Present:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Beth Bellow (Seattle Children’s Hospital) | <input checked="" type="checkbox"/> Bonnie Jacques (Dept. of Social & Health Services) |
| <input checked="" type="checkbox"/> Jim Cooper (United Ways of the Pacific NW) | <input checked="" type="checkbox"/> Jolyn Mason (University of Washington) |
| <input checked="" type="checkbox"/> RaShelle Davis (Office of the Governor) | <input checked="" type="checkbox"/> John Miles (Department of Revenue) |
| <input checked="" type="checkbox"/> Carol Doane (Woman of Wonder) | <input checked="" type="checkbox"/> Brian Newberry (Girl Scouts of E. WA & N. ID) |
| <input checked="" type="checkbox"/> Kara Gabriel (Central Washington University) | <input checked="" type="checkbox"/> Tara-Lyn Poole (Department of Ecology) |
| <input checked="" type="checkbox"/> Shannon Glenn (Puget Sound Energy) | <input checked="" type="checkbox"/> Mike Tice (Mike Tice Foundation) |
| <input checked="" type="checkbox"/> Alan Hamilton (Clark County Food Bank) | |

Staff Members Present:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Erin Aquino | <input checked="" type="checkbox"/> Stephanie Prentice |
| <input checked="" type="checkbox"/> Robert Lane | <input checked="" type="checkbox"/> Heather Hirota |
| <input checked="" type="checkbox"/> Leila Anoina | <input type="checkbox"/> Secretary of State, Steve Hobbs |
| <input checked="" type="checkbox"/> Renee Lewis | <input type="checkbox"/> |

Others Present:



Secretary of State
Tim Wyman

Making a World of Difference

Minutes review:

The minutes from the September 1, 2021 meeting were reviewed and accepted.

CFD Administrative Updates:

- Personnel updates
 - We have new faces in the room. Last meeting it was Robert and Erin. We now have back-up and reinforcements. Renee and Leila both joined a week apart in mid-September. Renee is our fiscal specialist and Leila is our marketing and training coordinator. We are fully staffed which has allowed Heather and Stephanie to take a step back. Because we were short staffed for the majority of the year, there is a back log of plenty of projects that we are still catching up on.
- Website updates
 - Our website will be migrating hopefully in the next year. The goal is the first half of 2022. Historical context - our website is give.wa.gov, but it will be hosted on a website called DRUPL. DRUPL allows our team to content manage. Leila will be the point person with Robert supporting. OSOS communications team is foresting spring time for migrating process. If you look at our website it is a little dated and “click driven.” As for now, there has not been too much movement or updates with the website since or last meeting.
- Donor Management System update
 - Our Donor Management System is the back end system that interfaces with all the other agency/entity payroll systems so that we can then distribute the collected funds to charities that we support. We are a slow moving ship because we like to make sure everything is done right. We are a few months behind schedule, as this is a government funded project, but we are still on track to complete the task by the biennium.
- 2021 Budget
 - 2021 budget vs expenses. Attachments with the budget were sent last week. Our budget runs from January through December.
 - RaShelle: Had inquiry regarding contracts. Robert explained that the CFD has two interagency contracts. One with UW and the other with DSHS. They are extensions of the CFD. We’ve had additional ones in the past, but these two were good returns on investment. Having Bonnie really know the ins and outs of the DSHS agency it is helpful to have those experts within those agencies.
 - Alan: Had inquiry whether the CFD is on track to meet pledge goals with overall snapshot. Robert stated that Renee will explain how the CFD is doing with disbursement. We only disburse 4 times a year. Our goal is expected to fall short because of various situations that were out of our control. As far as the current historical precedence - we will fall short.



- Budget is a little misleading because we record expenses from every month but we record disbursement and income only every quarter, which is why the budget currently reflects more expenses than income.
- We will see the most savings due to reduced expenses from staff salary since the four CFD staff were not on board for the full year. We are housed in the legislative building so we have rental fees. Because we had salary savings we had the opportunity for leadership development with our employees. Training is important in terms of retention. A laptop with a docking station is listed in our budget so that Robert had the opportunity work remotely if needed. We are currently at about the 8% admin fee mark. We will be sure to notate the specific time frames that reflect the budget future forward.
- Jim: What happens to unused operating expenses? – Robert explained that we take our expenses, and then anything that is left over, is used as the admin fee. Quarters 1 and 2 admin fee is higher than Quarters 3 and 4 because we have less funds coming in during the first half of the year. We operate at a complete cut even mark. We tally the dollars that are accrued to pay the bills so we do not have a separate savings fund.
- John: Stated that charities would rather have funds as soon as possible.
- Jim: Stated that this is a good topic of discussion – what to do with additional funds that are received above admin expenses. Topic is suitable for a standalone meeting
- Stephanie: Stated that there have been some quarters where we've given 101%
- Jim: Stated that the United Way sets the rate for the whole year and it doesn't fluctuate.

Fiscal Update:

- Disbursement Data/Trends
 - Looking at the first quadrant of the spreadsheet – Renee explained that Quarter 1 looks a little low which is a common occurrence throughout the year. Heather and Stephanie were also the only staff during that time that were disbursing funds that were received.
 - The second quarter was when Erin and Robert were in the office. During that time donors would call in with specific questions. We see a boost in numbers with having staff on board to assist those donors and volunteers. We currently have 3 more payroll contributions to collect. We will get really close to the 4 million dollar mark.
 - Quarter 1 decline was partially due to an IT issue in which changes in contributions from December 2020 did not carry through in the first half of Quarter 1.
 - Income is low in Quarter 1 and 2 due to low engagement. Expenses also look high in Quarter 1 because agency reimbursements from 2020 Q4 fundraisers didn't get applied until 2021 Q1. We hired on former employees on short term contracts to keep things afloat. Quarter 3 expenses are slightly lower due to having half a team. Based on our current team and expenses we expect to hit the same mark for total year end. We have seen a slight dip in CFD non-specified fund donations. We do anticipate that we will be



fairly close to years past which will bring our admin expenses lower for quarter 4. We'll be right where we need to be at about 4 million.

John: State that this is a good discussion of topic. How our numbers are able to be so low with admin costs? Currently United Way admin costs hover around 22%

- Robert: Tis a good discussion to broach with Secretary Hobbs regarding figuring out what a flat admin fee would look like for the CFD.
- Alan: People assume that more money raised, less money spent is better. I don't always make that assumption as a non-profit. What's really the win? What do you high five?
- Robert: we have not discussed with Secretary Hobbs what the goals and forecasts are for the CFD. Our goal has historically been to aim for an admin fee of 10% or lower. Our primary expense is our staff salary. Historically, we've taken a lot of pride in taking in over \$5 in pledge donations with the goal in raising participation. Measures of success with Secretary Wyman were an admin fee below 10% and increase in participation.
- Stephanie: We also look at ways to offset expenses by receiving sponsorships. We're trying to look at different sponsors. These are tough to find since we are a government type charity. To understand who we are has been a little tricky over the years.
- Beth: Admin expenses are discussed with all charities. Fee should be inclusive of salaries
- John: One thing to mention. A lot of work is done by the employees of agencies and schools
- Renee: Agency numbers have gone down a little bit but not drastically. Some have decreased, but it has been pretty stable. Income shown are actuals, not pledges.
- Jolyn: Robert and I each run state employee giving programs. UW is Down 30-50% in participation, but applauding state employees and their steady participation
- Robert: when you put in the work – it shows. Personal touches, contacts have motivated those agencies to increase in participation. Finding those key influencers is vital to increasing participation.
- Beth: UW budget line? What does it include?
- Jolyn: all 3 campuses and all 3 hospitals.
- Robert: retirees are still opting to give and has increased in participation over the years
 - One of the problem focus areas potentially is the entry point of state government. Onboarding looks very different for each agency.
- Bonnie: DSHS encompasses lower paid employees. DSHS tracks their goods drives and has brought in \$75,000 worth of goods. Although this data is not captured in the budget, DSHS does share the importance among their agency.
- Robert: important point – the CFD is looking at how we can highlight those efforts.
- Stephanie: Alan – something to think about. How do you capture those types of donations?
- Alan – there are ways and when you are ready for that conversation, I am ready to share.

Marketing and Training Update

- Theming: thank you for providing information for CFD highlights



Secretary of State

Kim Wyman

Making a World of Difference

- Every year we have a theme. Leila share examples of themes for the past 5 years. The theme helps bring you back to the central idea of the theme.
- Variety of themes in the past:
 - 2017: Embrace your cape
 - 2018: Find your why
 - What is your why? Why do you give?
 - 2019: Choose to be different
 - 2020: Giving for good in the neighborhood
 - 2021: Unity with the community
 - Simple phrase, simple image
 - 2022 ideas: reconnect, get back in touch, reunite with the community
 - Ideas from council?
 - Jim – likes the idea of “reconnect” how to take it to the next level
 - Jolyn – what if you used the “RE” reconnect, reinvest, re-inspire, reimagine, recharge. “RE” is the turning point. New favorite, “There is no community with U”
 - Brian – the theme needs to more. Say “hi” and adding something else.
 - Kara – folks have been focused on the here and now. How to connect the future. Might be inspiring.
 - Bonnie: likes RE-imagine. Folks are already connected, but likes the idea of RE-imagine. Would like to bring theme idea back to DSHS prior to solidifying statewide CFD theme.
 - Jolyn: from screen to community, or from our screen to your office to your community. We’re all still going to meet onscreen but that we’re moving back to a different space.
 - Stephanie: we are having a planning session in January and would love feedback from DSHS before the planning session dates.

New Hire/Retire Material Review

- Ultimate goal is to have a meeting with the big HR workgroup – which is a rep from each state agency HR. Getting our name out there to as many people as possible
- As an OSOS employee we only received a one page intro to CFD. We are wanting to create content that grabs attention. As we are new team – we will need a revamp of the photos. Need updated imagery. Quick 3 slides.
- Jolyn: I like it. It gives basic information. Would switch 2nd and 3rd page to have key content early in the presentation. I like “you can too.” Include “join us” include more of direct ask.
- RaShelle: do we have data on new hires and how many sign up to be part of CFD?



- Robert agrees that new employees are overwhelmed and some of the roadblocks are getting that information in front of employees in general.
- Bonnie: each state agency has different employee orientation programs and there is a high turnover rate. The CFD should look into how to not overwhelm new employees with too much information.
- Beth understands how complicated it can get but states that it's worth the investment, reengaging perspective and participation perspective
- Jolyn: UW has a 2 email series for new employees
 - First sent after employee has been hired after a month
 - Secondary email as a reminder
 - Beneficial to wait a little while after the employee has started. Maybe try a postcard? People want to connect
- New Hire Retiree Rack cards
 - Chose colors to help differentiate the two rack cards. Making the image clean and straight to the point. Info included has been staple data in past rack cards.
 - Jolyn – likes them. Likes the idea. Include info in retiree packets. Makes a difference if people see that. UW does not use rack cards, but thinks the samples look really nice.
 - Mike: include “opt-out” at the bottom of the rack card not the top.
 - Robert: planning on having a meeting with DRS so that messaging is clear.
 - Carol: suggests utilizing 2 different types of fonts to differentiate the messaging
 - Brian: one thing that is missing is “what the why is.” Why the CFD, why giving helps you. Include one comment that this is the impact that you make all year. Show why it matters.
 - Mike: Suggest using more pictures of the charities instead of more words
- Infographic
 - Fast facts
 - Jolyn: loves the infographic. Infographic should clarify that in dollars raised, that Washington State is one of the top 3 in the nation.

2021 Campaign

- Recap of Year So Far
 - 2020 our donors pledged \$5.1 million to our CFD member charities with a little over 15,000 donors
 - 2021 we are currently at approx. 14,500 donors with nearly \$4 million in actuals (versus pledged) for donations received



- Started with a few fundraisers in the summer with the bulk of fundraisers occurring 4th quarter.
- Friday is the final day of our formal 2021 campaign
 - Currently wrapping up fundraisers
 - Participation and donors have fluctuated, but we had another unprecedented year
 - Year 2 of covid
 - Remote work
 - Vaccine mandates
 - Brand new team
- Overall, the CFD is proud of what we were able to accomplish
- Leadership Breakfast
 - Years past were in person and held in May with up to 500 attendees
 - Attendees typically included Agency Executive Sponsors, CFD agency volunteers: Campaign leaders and local coordinators, charities
 - 2020 & 2021: virtual event
 - 2021 combined Leadership Breakfast w/Statewide recognition event
 - We had a phenomenal keynote speaker, Hoan Do, kept everyone engaged, great feedback from attendees
 - Slight hiccup at the beginning of our event, average attendance was 250 – received 400 rsvps
- Statistics on Trainings, Events, Fundraisers
 - **State CFD Trainings**
 - All 2021 CFD trainings, events and fundraisers were virtual
 - Prior years – in person trainings – 1 in each region. Average participation in Thurston – approx. 30. 2020 and 2021 were virtual trainings and participation ranged from 35 to 60 attendees. Overall we saw greater attendance, greater reach.
 - **State CFD Events**
 - As mentioned – the only event held was the Leadership Breakfast/ Statewide Recognition Event combo. In 2022 will separate the two events to allow more focus on highlighting our volunteers and all that they have accomplished
 - **Fundraisers**
 - **Other State Agencies Fundraisers**
 - Some had combo in person/virtual events. Egrams very popular for agencies to conduct because they work well in a virtual/hybrid



work environment. There were also several pet contest fundraisers which correlated with the trend of agencies hosting fundraising events that helped lift spirits. One way in which CFD assisted agencies with their fundraising efforts was by providing an online payment platform and by providing 73 total online credit card/payroll links. 47 of those links were specifically for the Department of Ecology.

- **Brief highlights for some agencies:**
 - **DOC:** waited to conduct any fundraisers until after Oct 18, but even with the delay at this point in time 1% increase in agency participation (8 vs 9%)
 - **Ecology:** had a big push for events this year, but had slightly lower participation (58% vs 38%), which could be because of difference in engagement between virtual campaigns vs in person campaigns.
 - **DSHS:** nearly 12% in participation – on par w/2020, really focusing on volunteerism and documenting volunteer hours
- **State CFD Fundraisers**
 - Seahawks ticket fundraiser: grossed \$5400 (\$2650 cost). Preseason ticket auction: raised \$835 / Regular Season tickets: raised \$4560
 - First Week to Give: Sponsored by WSECU and utilized Starbucks Virtual ecards this year vs. physical gift cards that had to be mailed out in the past. There were 1724 participants w/\$52,800 in donations
 - Veterans Day Egrams: 487 submissions and raised \$984 (e-grams were \$2ea)
 - National Philanthropy Day: Utilized extra virtual Starbucks cards from the First Week to Give. We had 131 participants w/\$8400 in donations raised.
 - Best Holiday Movie: Last year did Worst Halloween Candy so we wanted to change things with an uplifting/best poll for 2021. Raised \$1700.
 - Last Chance to Give: Sponsored by TwinStar Credit Union in which we are utilizing Subway ecards as a perk to donate to the CFD. So far we have received 32 submissions. With it being the first time to host this event, we did anticipate lower than participation that the First Week to Give as donors have not had as many years to familiarize themselves with this event.

Questions/Goals

Proposal brought forth to move goals portion to after the holidays so that Secretary Hobbs could be a part of the discussion.





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- Carol: Mentioned raising awareness of the CFD via press releases of the advisory board that can be released. Would like to start with Carol and Alan.
- Mike: Suggests making our website more mobile friendly
- Jim: Suggests adding a set of editorial visits to the press release idea.

Proposed Dates for 2022

- 4 dates listed are Fridays, with potential to have them in the mornings as previously conducted.
- February 25
- June 17
- August 26
- November 4

Adjournment



Secretary of State
Kim Wyman

Making a World of Difference