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

February 25, 2022
10:00 AM – 12:00 PM
Via WebEx

Welcome & Introduction: Welcome and introduction from Heather. Welcomed Secretary Hobbs. He is Washington’s 16th Secretary of State and appointed by Governor Inslee. Secretary Hobbs is proud and happy to be here. He is going to sign up for one of the charities and wants to give to the Special Olympics because his son is representing Washington State.

Attendance:

Council Members Present:

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

Staff Members Present:

- Erin Aquino
- Robert Lane
- Leila Anoina
- Renee Lewis
- Stephanie Prentice
- Heather Hirotake
- Secretary of State, Steve Hobbs
- Assistant Secretary of State, Trova O’Heffernan
- Deputy Secretary of State, Randy Bolerjack

Others Present:

Minutes review:

The minutes from the December 7, 2021 meeting were reviewed and accepted as amended after one clarification from Jolyn regarding UW participation in 2021.

CFD Administrative Updates:

- Website updates: Robert
 - Our website is homegrown system and is not conveniently mobile friendly. We are working with WaTech.
 - John: Do you need a motion to approve minutes amended?
 - We can make a motion, but we are not an advisory board. With the website, our organization is making some progress, but WaTech had to reprioritize. OSOS will transfer to Drupal in July of this year starting with the Executive team and Elections. We will maintain the current website with Leila. We won't be redesigning the website until the second half of this year and will make sure information is as up to date as possible on our current website.
- Donor Management System update: Robert
 - There are bureaucratic processes that must be adhered to. Part of it is a readiness assessment by a third party which is an impartial way to say, yes, you understand the risks. The readiness assessment doesn't tell us that we can or cannot do anything. It's basically to let us know that we are ready and that we know what we're getting in to. After the readiness assessment it was determined that not any software that is currently available is going to work. We are more like a federation where we receive donations from multiple donors/multiple payroll systems. QA process made the recommendation to pause the process, because the original funding didn't address the issues with the backend system. If we pause we can take that moment to do a feasibility study. We are going to slow down, make sure that we are doing things correctly, and maintain the current system that we currently have. We are not stopping the process. We are pivoting into a feasibility study. Slowing down to make the right choice at the right time.
- 2022 Goals: Robert
 - In the beginning of January we had a planning session to analyze what worked well, what didn't work well, what we can do in 2022.
 - One goal is to strive for continuous improvement. We are trying to ensure that we are creating material that is easily digestible to new state employees. We are working on revamping those marketing materials.
 - Updating donor management system. We recognize and have been told that our current system is at the end of its life cycle
 - Celebrating and recognizing our donors and volunteers. We want to champion those individuals that have been donating through direct "thank you" to donors to the CFD. We raised \$250,000 directly to the CFD and we want to do a better job acknowledging those donors.
 - Post more videos because that's what give individuals the feels.
 - Increasing participation by reaching out to agencies. Some agencies have giving that is ingrained in their work culture.

- Keep track on keeping admin costs low. We want to continue to look for ways to lower the administrative cost.
- Alan: do we have reliable records of donor behaviors to include more specific giving patterns?
- Robert: Is the record there? Yes. Is the record easy to extrapolate? No. It would be a specialized report that we can request from our IT, and could happen, but it may not happen right away.
- Alan: Include something from last year that includes the specific data.
- Jolyn: We do a Giving Circle recognition at UW. Donors email back and feel like they are recognized and they feel like they are a part of something bigger. One donor commented that she felt that they didn't give enough in order to be recognized. In the short term have an agency head send an email. It really makes a difference and reconnects people to being part of a community of donors.
- John: Create seamless onboarding plan for state employees? What I heard is that it's hard. Does it mean it's too hard or are you going to work on that?
- Robert: We met with the HR managers and Leila created marketing in a multitude of different formats: rack card, power point slide, infographic. Second set of setbacks is that we receive information for new employees, but we are not receiving email contacts. Our goal is to work with IT and OFM in order to share that information so that we can pull that information and reach out to them. The challenge is we don't currently have that information and we don't get that information ahead of time. We are not in a data share agreement that shares employee emails.

Fiscal Update:

- Disbursement Update: Renee
 - Wrapping up 2021, we received 4.8 million of the 5.1 million that was pledged. In quarter 4 we had a bit of hiccup with PI codes being processed incorrectly, but we were able to resolve the issue.
- 2021 updated by Robert.

Marketing and Training Update

- Update from HR Meeting (New Hire/Retiree Material): Leila
 - Thank you for the feedback during the last advisory council meeting. Robert touched on the HR meeting and that it went well.
- Annual Report Preview
 - Leila shared draft of annual report.
 - Carol: Likes transparency of including detailed information, and likes that it included photo's of the team. Donors like seeing photo's of people. Thinks it's beautiful in the way it's laid out. Is the collage generic? Suggests including photo's of the team and volunteers.

- Shannon: Does this go to every donor or every state employee? How do we get on the list as a non-state employee?
- Robert: Currently we only have it on the website, but that's a good idea to be able to send it to all our current donors. We don't have a list that we push it out to. I can add you personally to that list, Shannon, or you could pop on over to the website to view it.
- Theme Preview and Feedback: Leila
 - Thank you for the feedback regarding theme ideas. We came up with the theme: "Give 2 in '22" It's a theme that helps us look forward instead of focusing on what happened in the past year.
 - John: are you going to have different shield colors for the different schools?
 - Leila: We do have them so it's possible.
 - Stephanie: We have about 15,000 donors that give and about 85,000 state employees that don't. If everyone gave \$1, then the CFD would raise \$2 million.
 - Jolyn: I really like those images and would love to have actual state employees holding a sign that "I gave 2.." It's so accessible and there are so many "2" campaigns. It's great!
 - Brian: I would just say the only thing I'm thinking of the "2" is that it only goes to the 15,000 that give. I do love the images as well and definitely will give my \$2 because I don't want anyone chasing me on a bike.

2022 Campaign

- Current Events: Erin
 - State Office: Valentine Egram
 - Experience slight hiccup due to security updates, but otherwise successful
 - Approximately 900 egrams went out and nearly \$1800 raised.
 - Labor & Industries: Go Red for Women event
 - OFM: virtual "Stuff the Bag" local food bank fundraiser in March
- Statewide Awards: Erin
 - Event date Tuesday, March 22 from 1-3pm via Teams
 - In 2020 we incorporated this recognition with our campaign kick-off, which allow enough time to fully highlight all the hard work and accomplishments of our volunteers.
 - We have 4 main award categories: Executive Leadership, Campaign Leader, Local Coordinator: individual & teams, Innovative Fundraising Event: individual and teams
 - We have 48 nominations received and we will be ordering awards soon.
- Robert: SnoKing and Thurston County also have recognition events so we will be incorporating those nominees into the statewide recognition event.

Advisory Council Updates

- Goods Drive and How to Monetize: Bonnie & Alan
 - Alan: How to monetize the goods received, but really how do we humanize the amount? We need to figure out a way to use the donor's language from the donors perspective.
 - Bonnie: Many of our staff work in instructions and do not make a lot of money. We have been capturing goods drives, because our agency does personal hygiene drives, clothing drives, food drives. That's how we've been able to tell our story (DSHS) and have our employees give a can of food or clothes to participate.
 - Alan: A \$1 donated will make about 4-6 meals because the food has been donated. \$1 pays for a small part of the transportation or packaging. Volunteer time has a value. Other in-kind things are little messier. We've all faced those challenges.
 - Robert: We have received data from Bonnie and Alan and our goal is to utilize our 123formbuilder to capture this information. It's not going to skew our hard dollar amounts. It's an appendix and agencies will be able to tell their story in their fundraising efforts.
 - Bonnie: In order for DSHS to stay within the use of states resources policy we use those goods drives as events. For DSHS, I would not want people to fill out the formbuilder. I would need them to do an event in order to stay within policy.
 - Robert: I'm sure we'll figure out a way to be involved
- OFM Contact: RaShelle
 - Wasn't able to make it
- Leadership Breakfast Speaker Idea: Robert
 - Leadership breakfast will happen in September and generally we have some sort of speaker. We haven't had a consistent type of speaker. We've had the Secretary of State, football players, we've spent funds on contracts. Last year we utilized a contract with Hoan Do. We spent roughly \$5000 on that contract. TwinStar has been gracious and given \$10,000 sponsorship on this event. Those funds were typically spent on venue and food, but the last two events were virtual so we created Breakfast Boxes.
 - Jolyn: Will this year's be virtual?
 - Robert: My guess is that it would be a hybrid model, but it won't be a 500 person event. Might be a 150-200 person event.
 - Jolyn: I don't have someone in mind, but really like someone that has that experience or background dealing with virtual events. Last year's event was really engaging and he kept things flowing. Makenzie Scott might be a good speaker.
 - Tara-Lynn: What about DEIR related guest speakers are of interest? (Diversity, Equity, Inclusion, and Respect)
 - Brian: You will need to work on your tech issues, because I wasn't able to join last year due to capacity
 - Robert: That was a vendor issue. We will be on Microsoft Teams this year.

- Kara: Are there stated goals for the leadership breakfast? Does spending more money equate to more successful goal outcomes?
- Robert: No, there are not really any goals in place.
- Jolyn: I'm advocating for local coordinators to be included in the guest list.
- Stephanie: The premise of the Leadership Breakfast in the beginning has been for all the volunteer leaders and executives to have buy-in. We are trying to motivate our supervisors to support the CFD so that they are supportive of volunteers hosting their own campaigns.
- Kara: I would like to see more this year. I felt like that was great, now what? There is a lack of continuity. Yes – it needs a call to action.
- Robert: Absolutely. We were in a very reactive spot last year. This year we can come up with a call to action that we can execute in the 3 weeks between the leadership breakfast and the start of campaign.
- John: Sue Bird – guest speaker suggestion
- Jolyn: Megan Rapinoe – guest speaker suggestion
- Robert: I will work with Twinstar to determine what their priorities are in regards to speakers vs food, etc.
- Shannon: Andy Wappler – speaker suggestion
- Jolyn: Eric Lui is a good Seattle based speaker. Peter Steinbrueck – guest speaker suggestion
- Brian: Finding someone that has a Washington connection. For example Sally Jewell. She would be an example that has Washington roots that has gone on to do great things.
- Jolyn: We have a lot of folks at UW who are nationally recognized. If you see someone on our roster, I would be happy to reach out to them.
- Tara-Lyn: we have Olympians and Paralympians locally as well. I might have a contact – gymnast.
- Sponsorship Ideas: Robert
 - One of the ways that we are able to combat our administrative costs is through sponsorships. Currently we have two sponsors: WSECU which sponsors our First Week to Give. When a donor gives \$5 or more, they receive a \$5 Starbucks gift card. This is a program that has grown exponentially over the years. Our second sponsor is Twinstar Credit Union who sponsors our Leadership Breakfast.
 - John: REI, MetLife
 - Robert: Some corporations don't want to donate to us, because they want to donate to an end user.
 - Beth: Gesa Credit Union
 - Jolyn: Gesa is focused on Eastern WA rather than Western WA
 - Are Unions able to sponsor? I know they do some local things, but I'm in the know about union workings.
 - Robert: I would need to work with Heather on Stephanie on determining that

Other

- Robert: When someone uses our search engine – I got a little bit of feedback from a few individuals who noticed that the Administrative Cost is present. The feedback was should that be present. Thoughts on feelings on having that information present? There is no fact checking. Charities are able to self report this number.
 - Jolyn: some people really rely on that. But maybe change the language that this information is self-reported and to check their 990. We trained our people to be thoughtful stewards and to self-verify the information.
 - Kara: Don't put up data that you don't verify. People could get angry that that information is incorrect. Is there any information in the system where the data can be found?
 - Robert: We get more information when you click on "more info" from their registration with the OSOS charities division.
 - Alan: The relevance of the admin cost isn't really relevant. All charities are re-evaluating admin costs. The momentum is to move away from it as being a meaningful indicator for nonprofits. There is a backlash now that the number is too low to support the non-profit. To me, food banks get a huge advantage, because all our goods are donated.
 - Robert: So leaving the admin costs there, but stating that charities self-report. Charities that utilize wrap around services in order to function will have a higher admin cost.
- Carol: press release update - My goal was do Carol and Alan first since they are both in Clark County. Once I start moving, I have 3 goals: number 1 - give the CFD a broader audience, it will also promote the individual nonprofits that you come from. Anytime someone sees a picture or a name they recognize they spend more time on it. I will be watching for alerts and will try to send you link. I would encourage you to share in it on your social media to share content with a wider audience.

Proposed Dates for 2022

- June 17
- August 26
- November 4

Adjournment