



416 Sid Snyder Avenue SW  
PO Box 40250  
Olympia, WA 98504-0250  
(360) 902-4162  
www.cfd.wa.gov  
cfd@sos.wa.gov

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

June 17, 2022  
10:00 AM – 12:00 PM  
Via Teams

**Welcome & Introduction:** Welcome and introduction from Robert. Shared information that the OSOS Community Programs Division, which includes the CFD, is transitioning. Starting July 1, the CFD will now be part of a new External Affairs Division with the director being Charlie Boisner. Stephanie Prentice is taking on a new role as a Community Engagement Officer within the External Affairs Division and is no longer the Community Programs Deputy Director of Community Programs. Heather Hirotaka will also be transitioning from being the Community Programs Division Director to State Archivist and Washington State Archives Director.

**Attendance:**

Council Members Present:

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|--|--|
| <input checked="" type="checkbox"/> Beth Bello (Seattle Children’s Hospital)     | <input checked="" type="checkbox"/> Bonnie Jacques (Dept. of Social & Health Services) |
| <input 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 type="checkbox"/> Mike Tice (Mike Tice Foundation)                              |
| <input checked="" type="checkbox"/> Alan Hamilton (Clark County Food Bank)       |  |

Staff Members Present:

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|--|---|
| <input checked="" type="checkbox"/> Erin Aquino  | <input checked="" type="checkbox"/> Charlie Boisner                                 |
| <input checked="" type="checkbox"/> Robert Lane  | <input checked="" type="checkbox"/> Heather Hirotaka                                |
| <input checked="" type="checkbox"/> Leila Anoina | <input checked="" type="checkbox"/> Secretary of State, Steve Hobbs                 |
| <input checked="" type="checkbox"/> Renee Lewis  | <input checked="" type="checkbox"/> Assistant Secretary of State, Trova O’Heffernan |
|  | <input checked="" type="checkbox"/> Deputy Secretary of State, Randy Bolerjack      |

Others Present:

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**Minutes review:**

The minutes from the February 25, 2022 meeting were reviewed and accepted.

**CFD Administrative Updates:**

- Donor Management System Update: Robert
  - Original decision package was limited in scope and didn't fully allow us to fix our system. That package was primary focused on front end user interface. More of our challenges are on the back end which we've been able to identify quickly. We requested a feasibility study which is a way to address what is the best way forward. Fixing the current system? Creating a new system or finding a system already available that we can adapt? We are working with a Business Analyst who determines our needs as an organization and a Solutions Architect who determines our technical needs. We need to be able to articulate that we work with 14 different payroll systems and that we need a way that we can have a consistent back and forth of data between systems. Please continue to bear with us as we continue working on this.
- Website Updates: Robert
  - WaTech will be helping us with our website migration. Leila has done a great job of continuing to streamline and audit our current website. We are slated to transition at the end of January/beginning of February 2023. This will benefit us in some ways to transition later because we won't be the first group to transition and the potential technical issues that comes with being the first.
- 2022 Goals: Robert
  - We had a planning session in the beginning of January to plan the year and determine what our goals are for our organization and what can we control. Most of our frustrations are out of our control due to an IT need, so we focused on what we can control.
  - Robert and Leila met with HR contacts and shared current content. Leila has re-started quarterly charity newsletters
  - We are staying ready and available once we are able to start the process for a new system.
  - Participating with the CFD is a volunteer position and we recognize that some agencies have a low participation rate. Some of the lower participation, as far as higher education institutions are concerned, has to do with the fact that we are seen as competition with their foundation. A new shift is to work on messaging that it's not CFD or their foundation, its CFD AND their foundation working together. We are working on building those relationships. We are also trying to go to organizations like RAIN and BRIC and letting these organizations know of active charities within the CFD that align with their missions, which is another way to show support.
  - We are also conscious of being good stewards of state dollars and our admin cost.
  - John Miles: have you reached out to BUILD?

- Robert: they are on the docket. Will be reaching out to them.
- Updated Emergency Policy
  - There are 2 levels of CFD policy. We have RCW's which are law which need to get approved by legislation and we have internal policy with rules and regulations.
  - We are currently looking at our policy with how we address what a crisis or an emergency is so that we can point to a policy and say this is why we addressed this in this way. We will focus on the needs for parties affected by the crisis/emergency vs having a public stance. The way in which we can engage is to highlight charities that support those in need which is clearly defined in the policy. The original policy was written by Robert's processor.
- Leadership Breakfast
  - Date is set for Thurs, Sept 15 from 8-10 @ SPSCC lacey campus
  - Past Leadership Breakfast events had 500 in attendance. This time will keep it closer to 150 as that is the capacity of the room.
  - Will work with TVW to potentially live stream the event as it is a great kick-off to the campaign itself.
  - Thank you for providing a list of speakers but quite a few were lofty and were upwards of \$100,000. We are looking for a local speaker that has the spirit of giving and being part of the CFD and what we do.
  - John Miles: I was hoping that some of these people do charity work/price break.

**Fiscal Update:**

- Q1 Disbursement Update: Renee
  - We are noticing some trends that we can work with and make some magic happen.
  - 1<sup>st</sup> quarter we dipped in the amount of \$100,000 in comparison to last year. Expenses went up and the admin fee went up. The amount that we receive in our general fund went down which we anticipated due to factors such as employees leaving their agencies due to covid, early retirement, etc.
  - Robert: We have a pledge number. This last pledge number was lower than what it was the year prior so we anticipated a downward slope. Quarter 1 and Quarter 4 typically are our best quarters, with Quarter 2 and 3 being slower.
  - John Miles: what about new employee orientation?
  - Robert: We provided all new orientation materials during the HR meeting. Leila created various platforms of marketing material to share with their new employees. 3 slide PowerPoint, 3 min video and rack cards. Currently we don't receive emails from the HRMS file for new employees that onboard into the system. There isn't a great way for the State CFD to email all new employees. We have provided the information to agency HR's, and it's just a matter of whether they are utilizing it or not.

## Marketing and Training Update

- Well Fed, Well Read Recap: Leila
  - 1,715 lbs of food, 3,615 books, \$3,615 in funds raised
  - Next year we may make it a 1 day in-person drop off vs 2 days. L&I was a great location for donation drop offs and overall the event was a great opportunity to see a lot of volunteers and faces.
- Rainer's Game Update: Leila
  - 1 game currently happened 5/14. Next game will be on 7/29 and 8/14. The CFD team will be at the 7/29 game.
- Theme Review: Leila
  - "Give two/to/too in '22." Leila created posters that can be used for photo ops. The posters will help donors get excited and create opportunities to share images on our social platforms.
- Training - Soft Update: Leila
  - We just completed our Campaign Leader trainings. We had 3 online and 1 in-person. 75 people came to online training. Our in-person training had 7 attendees. Last year we did a survey in which we received input that volunteers were interested in an in-person training which is why we provided that opportunity. We are currently working on creating our Local Coordinator training.

## 2022 Campaign

- Current Events with Agencies
  - We are still seeing upward trend of online events which seems to be the new normal
    - OFM Pet Photo Contest: raised a little over \$900
    - WSDOT – wrapped up an online auction: raised approx \$8,300 (71 items)
    - LNI 4<sup>th</sup> annual car show - August 6
- State Awards Recap
  - This was our first large meeting utilizing the Teams platform and we made sure to practice to ensure that we minimized any potential technical issues.
  - Leila did a great job reaching out to nominees and winners to have their photo's incorporated into the presentation
  - Overall it was a well-attended event and we currently have an active webpage dedicated to showcasing winners & nominees.
- Goods Drive
  - Thank you Alan & Bonnie for your input and ideas on how to monetize food/goods drives.
  - Our plan is to utilize 123formbuilder
    - We will be capturing data via lbs of food collected. 5 lbs = \$1
    - We are considering capturing an all-encompassing category of lbs of all goods in general since IRS determines monetary value.

- Jolyn Mason: You should reach out to Mari and see how they captured information for their diaper drives.
- Beth Bello: will help provide possible counting source because they receive varied goods as well
- Alan Hamilton: suggests capturing the # of items vs lbs of goods collected

## Advisory Council Updates

- Leadership Breakfast Speaker Idea (All)
  - Jolyn Mason: Jolyn can help with providing contact information for any folks to explore from the UW. She recently saw Jen Kohn speak and she is really dynamic. If CFD wants to continue with the American ninja warrior theme, there is a UW staff member currently participating and they are also passionate about Parkinson's. There's also a colleague with a much anticipated psychology book that's coming out soon.
  - Robert: We are looking into have a speaker with a DEI lens. Erin Jones is relatively local and worked for the Obama administration for a brief moment. I think DEI work is really important and she pushes people's thought processes without scaring people.
  - RaShelle Davis: Doug Baldwin – Chair for United Way of King County and is a potential speaker.
  - Heather Hirotaka: The CFD also have contact who can reach out to Doug Baldwin.
  - Robert: Every year our speakers are different. Hoan Do was an American ninja warrior but also a motivational speaker. We have had the Secretary of State, Secretary Wyman speak before, and we've had former Seahawks players. DEI is a core value with the OSOS and we are hoping to go in that direction.
- Sponsorship Ideas (All)
  - Robert: WSECU is a current sponsor for our "First Week to Give" and Twinstar sponsors our Leadership Breakfast.
  - Sponsors can help with any of our events i.e. we could have a Seahawks ticket sponsor
  - Some of the roles of corporate giving is challenging for us because we are considered "pass through giving" vs direct giving.
  - Beth Bello: has contact for T-Mobile that supports events
  - Carol Doane: Did the \$10,000 Twinstar sponsorship cover the cost of the Leadership Breakfast?
  - Robert: It depends on the year, the location, the speakers, etc. Some years the cost was more. Right now, this year, it will cover everything.
  - RaShelle Davis: Would you be open to an auction at the breakfast. There could be a "field experience" at one of the UW football games and the Governor could offer tickets to his annual Christmas ball.
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- Jolyn Mason: the UW unfortunately cannot provide a “field experience,” but can donate UW swag.
- Robert: I think we could. I want to have a conversations with leadership. Leadership Breakfast was geared towards creating excitement about the CFD and historical view was that this was more for promoting that the CFD is good for engagement, good for community. It’s a great idea to think about though as we no longer have a large scale public event fundraiser like the Masquerade Ball.
- John Miles: is there no Masquerade Ball this year?
- Robert: We don’t have the capacity and the Masquerade Ball was a risk. The return on gala’s are not as fruitful as others may think.

### **Proposed Dates for 2022**

- June 17
- August 26
- November 4
  - Survey will go out to determine whether the next 2 meetings will be in person.
  - Jolyn Mason: Found same trend that people want in-person events, but then actual attendance is low because it’s hard to get out of your physical work space. It’s been challenging. Wanting to versus actual showing up is very different.

### **MISC**

- RaShelle Davis– have you discussed the impact of inflation and the impact that it’s having on giving. Have you considered this as part of your messaging?
- Robert: When Renee shared disbursement information, it’s not great news, but nationwide it’s strikingly similar. California also dipped. We compare our giving to California and Texas. You’ve hit the nail on the head with the messaging. Disbursement dip is due to mass exodus of state employees, early retirement, new state employees not having the same onboarding process, inflation. Thank you it’s a great point that we can add to our messaging.
- Beth Bello: any physicians or researchers the CFD may be interested in, we can reach out to Beth.
- Brain Newberry: Potential future campaign themes, Project Artemis, theme of going to the moon.

### **Adjournment**