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

August 26, 2022
 10:00 AM – 12:00 PM
 Via Teams

Welcome & Introduction: Welcome and introductions from Robert. Mike Tice has requested to resign from the Advisory Council due to moving and has resigned a month ago. For those unaware, the WAC that dictates this board states that the Secretary of State appoints all council members. In this interim we looked to fill the position and we presented some options to Secretary Hobbs. I’m excited to introduce Tami Collins and I’ve done a little onboarding session. Tami Collins is the Director for the Resource Development for Boys and Girls Clubs. She has been in this position as long as Robert has been with CFD. Prior to this she was with the Tumwater School District. It has been an easy move for Tami and she has been loving it.

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 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 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 type="checkbox"/> Shannon Glenn (Puget Sound Energy) | <input checked="" type="checkbox"/> Tami Collins (Boys and Girls Clubs of Thurston County) |
| <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 type="checkbox"/> Secretary of State, Steve Hobbs |
| <input checked="" type="checkbox"/> Leila Anoina | <input checked="" type="checkbox"/> Assistant Secretary of State, Trova O’Heffernan |
| <input checked="" type="checkbox"/> Renee Lewis | <input type="checkbox"/> Deputy Secretary of State, Randy Bolerjack |

Others Present:

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Minutes review:

The minutes from the June 17, 2022 meeting were reviewed and accepted.

CFD Administrative Updates:

- Donor Management System Update: Robert
 - We took a pause to look at the decision package. Over the last two months we've been meeting multiple times a week with a Business Analyst and Solutions Architect. We've been working on what we need and our Business Analyst been taking the time to ask the necessary questions. Over the years we've made exceptions for various organizations and how they interact with our system which leads us to prepare for a decision package. For the most part the CFD is donor funded. This is a unique, onetime expense. The path that senior management has decided upon is to support writing a decision package which will go in front of legislation. I don't have a final package, but these are just big floating numbers. We are making sure that it's accurate and complete and that we ask for the right solution this time. Session starts in January in 2023 and we would ask for that funding, and in theory we would utilize that funding in July of 2023. In the meantime, we will be creating a system needs document and we're continuing to spend some of our resources on mitigation regarding our current system. Hopefully in our next meeting in November we will have an update. We have to submit our decision package in September and we'll have a better idea of the temperature in the room. Are people excited? Are people nervous? So we can prepare for the presentation of the decision package.
 - Bonnie: Do you have the commitment from the inside that it will go forward? Also, how can we help?
 - Robert: I will let Trova answer that question.
 - Trova: There is tremendous support within the organization for the CFD. We are building a greater knowledge to build a detailed needs list of the system. It will be the legislature that will determine the approval. What we're working on right now are champions within the legislature and IT community for the needs of the CFD project. There may be opportunities to show support and demonstrate the need of the CFD. We have a legislative director whose job it is to demonstrate the need of high priorities. Secretary Hobbs is very supportive. We're very committed to identifying champions and demonstrating the needs.
 - John: I understand your desire not to charge the donor fund. Aside from that, we're bringing in between 4-5 million a year. Is that right?
 - Robert: Yes, that's right.
 - John: How does that compare in the cost in regards to other organizations?
 - Robert: The challenge is that we have very limited data because we have special needs. There are very few organizations that operate the way that we do. Most of the other organizations have a custom IT team that are able to build their systems but most of

their admin fees are closer to 20%. Our IT is not worried that the system will suddenly not function, but we are spending a lot of time fixing problems that arise.

- John: We could make a mockup of what would happen if we were to charge the donor fund and show “here’s what it would look like as far as the admin fee.”
- Robert: You bring up a good point. When we lose income, our admin fee generally rises. But you make a good case that if we were to charge the donors, it would look into the realm of the 25% admin fee.
- Jolyn: My donors would freak out about a 20-25% admin fee and would no longer use this program
- John: I wasn’t saying we should do that. I was saying that we should be able to show the legislature what would happen if we did.
- Robert: This is the first real big ask in the last 38 years.
- Trova: The office also administers the ACP, and much the same as the CFD, it existed for decades with no initial attention, and in 2018-2019 the legislature doubled the ACP budget. The legislative view was, “Wait a minute. We haven’t invested in this,” and realizing that it’s time.
- Robert: Timeline as time goes on we will be working less and less with Business Analyst and Solutions Architect.
- 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 the best way forward is. Is it 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
 - No big updates to share. After this year’s campaign we are transitioning to DRUPL. Leila has been maintaining our current website, and building as we go so it’s not as clunky as it currently is.
 - Charlie: Starting next week we should have some of our webpages having made the transition already, which includes the Elections webpage. It’s a sneak peek as to what the layout and user experience will be. Those webpages should go live next week pending any hiccups.
 - 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 experience the potential technical issues that comes with being the first.

- GL 5194 Policy Update: Robert
 - We capture the money collected for the quarter and we hold in an account for 3 months. Renee then makes sure that everything is balanced. Our checks are disbursed from the Treasurer, but they also have a Statue of Limitations (SOL) of 6 months. After 6 months, if the money is not cashed, the money goes back to our CFD GL5194 account. Our WAC says we have to do our due diligence to ensure that the money goes to the charitable organization, but we've have some check amounts in the account for years with no response. There wasn't a clear policy other than we had to do due diligence. We are spending an exorbitant amount of time and resources to cash these checks. A majority of these checks are under \$100. We met with senior leadership and they gave support with working with the AAG and our fiscal team to find a solution for these smaller amounts. The gist of the policy is, if the check is under \$100 after it goes SOL, we just redirect it to the CFD general fund. When we pulled the numbers from an administrative standpoint, we were using \$15,000 in staff resources to administer \$20,000. The general gist is if the check is under \$100 for a donor or charity and it goes SOL it will go to the CFD general fund. If it's over \$100 we will do our due diligence. If you have any questions, I am happy to walk you through it. It is supported by Renee, senior leadership, our fiscal department and AAG.
 - John: I'm just curious. I know our minimum donation is \$2. Do we send checks to charities for \$2?
 - Robert: Yes, but it's not a monetary lift when working with AAFRS. We encourage charities to do direct deposit through their statewide vendor number (SWV).

Fiscal Update:

- Q2 Disbursement Update: Renee
 - We raised over \$1 million. We disbursed almost \$900,000, which is \$30,000 less than last year Q2.
 - Robert: We were able to move some expense out of the CFD, and move them to the Secretary of State. When I meet with senior leadership, we discuss ways in which the OSOS can absorb some of the CFD costs.
 - Renee: Our admin fee went down in comparison to Q2 2021. We've been anticipating these trends and the numbers look as we anticipated. Also, the funds did go out a little late.
 - Robert: We have an internal goal of the last day of the end of the month to disburse funds. Our goal for Q2 was the last week of July, but it went out the first week of August. We were just a few days behind our internal deadline.

Marketing and Training Update

- Rainer's Game Update: Leila
 - This summer we collaborated with the Rainiers for 3 games. We sold 608 tickets for a total of \$3060, which is a huge increase of the \$1600 that was raised in 2019. The amount of effort to put into the event was very minimal.
- Training Update: Leila
 - Last week we closed our volunteer training sessions. Campaign Leader training was broken up into level of experience, which they appreciated. Local Coordinator training had an average of 50 virtual attendees each session and 20 in-person. We are waiting on more survey responses for how to improve.
- Leadership Breakfast: Leila
 - The SPSCC Lacey venue is capped at 150. We've sent invitations to our Campaign Leaders and Executive Sponsors. We would love for all of you to attend. Our Key Note speaker is Erin Jones and we're excited to have her there. Our charity speaker is going to be Solid Ground. It's been a process. We want to overall just have a great program that bodes well with Erin Jones and what she has to say as well.
 - Robert: TwinStar sponsor's this event. We are currently under budget. Erin Jones cut us a deal and knows about the CFD. We're just finishing up our catering contract. If you do sign up, let us know if you're willing to join us for set up and getting ready. Simultaneously, we will have a livestream from TVW who is going to be covering our event as well. It will be live stream for anyone. Leila will be building out a website containing access to the live stream.

2022 Campaign

- Current Events with Agencies: Erin
 - Q2 and Q3 are quieter quarters as far as agency fundraisers are concerned. So far there have been about 1 dozen virtual or in person events. The bulk of agency fundraisers will occur during Q4. A handful of significant fundraisers include the following:
 - CFD Seahawks online fundraiser, part 1 - July 18-29: \$2,660
 - Part 2 will be held in October
 - L&I 4th annual car show - August 6: raised \$1254
 - DSHS 10th Annual Golf for Veterans Tournament – September 10th
 - 2021 after expenses, raised nearly \$11,000 for charity
 - We anticipate a potential heavy lift in regards to assisting agency's with their fundraisers during Q4, as I will be out on maternity leave. We are currently working on solutions for temporary assistance during that timeframe.

- Goods Drive Status Update: Erin
 - We have utilized 123formbuilder to create a form that agencies can use to capture their goods drives. Food will be calculated by pounds collected and goods will be calculated by quantity of items collected.

Advisory Council Updates

- Sponsorship Ideas (All)
 - We currently have no new leads and things stayed relatively the same. TwinStar sponsored \$12,000. \$10,000 will go towards the Leadership Breakfast and \$2,000 will go towards a campaign fundraiser. 90% of the funds raised by the CFD occur through monthly donations. The loud squeaky wheel are fundraisers. We are going to pick two weeks in the campaign to conduct a fundraiser where anyone that starts a recurring or adds a recurring donation of \$2 or more will be entered into a drawing in which they would be able to choose a charity of their choice in which TwinStar will give \$2,000 to the charity of choice.
 - WSECU is giving us \$12,500 which typically sponsors Starbucks e-gift cards for our First Week to Give promo. We have some e-gift cards from last year, so WSECU will give us \$10,000 for Starbucks gift cards and we were able to utilize the \$2,500 towards the Seahawks ticket that we auctioned.
- Assistance At Events (All)
 - We would love to see you at the Leadership Breakfast. We have other agency events that we could plug you into to be part of. Different people are looking for different things.
 - Alan: What connects donors to nonprofits is the human value and their donations become recurring when they want to care. There should be some way to put a burden on the nonprofit that receives the donation. There should be a way to be able to have the nonprofit to say, "Hey, this is what a \$10 gift will do and the impact it will have." People tend to give locally or to the causes that they believe in. Missions that resonate with the heart would do more to retain donors.
 - Robert: I know that every time we end up visiting a charity, I end up adding a new \$5 donation so it's 100% true. Our search engine is not the most user friendly. We are hoping to add in key words that help narrow down the search. There's a lot of different resource groups that we can work with to compile a list that supports their organizations causes.
 - Alan: I think it could be on the front end.
 - Robert: We are working with charities so that we can share a strategy to contact the donor to thank them for the donation. My vision dream board is to have a strategic planning session to conduct a training for our charity members.

- Alan: As a nonprofit we have received funding from the CFD. We are happy this is what is happening and it will only do good.
- Robert: We are working on being able to have the disbursement report sent to multiple charity members that can receive the report.
- Jolyn: I worked on the nonprofit side for many, many years for workplace giving. We would reach out to our donors and ask, “are you interested in sharing your stories for why you support the charity?” In the past we would send postcards. It’s so much easier now to target specific donors and show appreciation.

Remaining Date for 2022

- Friday, November 4
 - Depending on Covid we can look at potentially having the November 4th meeting in person. November you’ll get a preview on how the campaign is going. March of 2023 hopefully we’ll have a better understanding of where the legislative view is happening. June 2023 will be a celebration

MISC

- John: I’m excited that you are finding a way to incentivize recurring giving. Anything we can do to help the agencies measure the recurring giving and boost the campaign measurement will do more. The other question that I had, is that we sent out the salary and benefits information and whether the CFD staff is getting the benefits that they need.
- Robert: We have these job classifications and paying what they are worth. If salaries make up 85% and we attempt to increase, it raises the admin fee. There isn’t an easy way to pull data for recurring donations. The hard part is Jolyn has crazy excel spreadsheets and pulls raw data and utilizes it to get the information that she needs. We’re not producing it for her, she’s pulling the raw data.
- Jolyn: I’m happy to give you examples that we have, what we use, and what data we are pulling.
- John: How about asking the Local Coordinators to think about how to incentive recurring giving versus one time giving? I don’t think we need a bunch of data and I think we just need specific training.

Adjournment