

Long Tom Watershed Council
Executive Meeting & Resource Development Committee
SPECIAL MEETING AGENDA
Thursday, December 1, 2011. 5:30 p.m.

Chair Max Nielsen-Pincus

5:00 Pre-meeting Q&A time

Staff are available for new or continuing board members to ask any questions of staff –
Available: Dana, Rob, Jason

5:30 Business Topics

- A. Minutes: **Decision**: approve meeting minutes for Nov – *Secretary Turner*
 - 1. Action Items Report
- B. Treasurer's Reports: **Decision**: approve reports for Oct – *Treasurer Kasckos*
 - 1. Budget to Actual report, Quarter 1

5:50 Resource Development Topics

- C. Update. Annual meeting and Membership in relation to RD – **Decision.** - *Dana*
- D. Kick Off Event for our Annual Campaign – *Fundraising Team*
- E. Fundraising Leadership Team – *Deborah*
- F. Fundraising needs presentation - *Dana*

6:30 Resource Development Topics

- G. Building our Case Statement – *Ronnel Curry*

7:45 Adjourn

- H. Paperwork moment: Your volunteer hours – *Secretary*

Next Council Meeting: Nov 29, 5:30 p.m., Veneta and January 31 in Eugene

Next Board meeting: Thurs, January 5, 5:30 p.m.

Background for Agenda Items

A. Minutes – Board meeting minutes are attached. Secretary Turner will receive comments and changes at the meeting and ask for approval. Action items will be briefly reviewed for completion.

A note from Dave T: I think the meeting recorded by these minutes is one of the most important ones we've had in a while. The comments from around the table on how important the LTWC is and how we could start approaching fundraising are all going to be so helpful. Perhaps when you send these out, you would encourage all to read them over again to think further about the many great ideas brought up.

B. Treasurer's Reports – Financial reports are attached. Treasurer Kacskos will present the report along with any changes or corrections that will be made, answer questions, and ask for approval. Dana will present the Budget v Actual report for Quarter 1 (July through September). I am 2 months late presenting this because first I forgot, then we were busy with our Federal Indirect Cost Rate proposal. Good news is – that's been submitted!

C. Resource Development Topics –

Introduction: Ronnel & Dolly presented their Situation Analysis to the Resource Development Committee a few weeks ago. One significant component of their recommendations is that we agree on the need for a cultural shift in our organization. "A focus on development (fundraising) by the leadership – staff, board and supporters – needs to be translated throughout the organization's strategic plans and actions." This includes messaging, outreach, involvement, and asking people to support the LTWC.

Annual Meeting and Membership – These topics came up in relation to resource development because we need to clarify the use of membership and the purpose of the annual meeting so the consultants understand how they fit in to a sustainable individual giving program.

- **MEMBERSHIP:** I recommend that we not use the membership as a category of supporters/donors. LTWC originally chose not to have members because it didn't want anyone to have to have a barrier to cross to be included. At the time we believed there are people that just aren't "joiners", that we are viewed as an environmental group by some (albeit a safe one) and that would skew who would want to be members versus the full diversity of stakeholders we want represented, and that the people that didn't join were likely to be the people with land/water we'd like to work on. Also, we were advised by many a nonprofit that collecting all the small membership dues and keeping records didn't seem worth the time. When we incorporated as a nonprofit, we chose membership so people would be included in electing the board and revising bylaws, but only for one day (the Annual Meeting) so we avoid having to share their names and addresses. From a RD standpoint, we also don't have something to offer – gift shop discount, free visit to the "museum", free trail parking pass, etc.
- **ANNUAL MEETING:** Based on the findings of the October Board meeting in which we debriefed the Annual Meeting 2011, I recommend we separate the fundraising and celebration component of the Annual Meeting & Celebration out into a separate event where that is the known and focused purpose. This would simplify the *Annual Meeting*

to be, perhaps, a meeting/dinner among organization partners and whichever citizens want to come, with a simple presentation on the accomplishments of the council that year and the state of the watershed. It would include elections and bylaws – all business. Then we are able to spend our efforts in building fun fundraising events that serve that purpose!

- D. Kick off Event for the Annual Campaign** – Feb 16 or 23rd – put these dates in your calendar! This event will kick off our first ever Annual Campaign, for 2012, as recommended by our consultants. This is a time-tested model. First, we get 100% board giving. Then we ask a set of key supporters to give before the kick-off event, and be present at the event. Then we invite 50 people (and get 30) and with a few pithy speeches and a great video or special treat, we launch the campaign. People accept our invitation knowing they will give that night. All board members come too, and key staff – to enjoy, tell stories, get connected and fall in love with the principles and on-the-ground awesomeness of this council 😊. Our fundraising goal is \$7,000 by June 30, 2012, with the main campaign February - May.
- E. Fundraising Leadership Team** – Everyone will have a role, but we need a leadership team. This includes Dana as the E.D., and Rob as the database guy. The Fundraising Manager is the volunteer/s that complete the triumvirate and we need to identify s/he/them this month.

Fundraising Manager(s) Responsibilities:

- Leads the campaign
- Provides the enthusiasm and energy to keep the organization focused
- Assigns prospects to volunteers and staff who are going to do the ask
- Follows up regularly with the askers
- Answers questions about fundraising
- Assists ED with kick-off event
- Celebrates successes
- Steps in and picks up slack if necessary

SKILLS

- Detail –oriented
- Some familiarity with cultivation and care of donors
- Enjoys bringing people together, a connector
- Good communication skills both verbal and written
- Understands how to communicate to variety of personalities

ESTIMATED TIME COMMITMENT: 8-15 hours/week during campaign

- F. Fundraising needs presentation** – Dana will provide this on a programmatic basis
- G. Building our case statement** – Ronnel will lead this at the meeting. THANK YOU for your contributions by email!!!!
- H. Paperwork Moment** - Do your part for administrivia... Please be ready to record your volunteer hours/travel for the last month, or more if you missed a Steering meeting.