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

November 1, 2024  
10:00 AM – 12:00 PM  
Via Microsoft Teams

**Welcome & Introduction:**

Robert Lane called the meeting to order and welcomed all in attendance.

**Attendance:**

**Council Members Present:**

- |   |   |
|---|---|
| <input type="checkbox"/> Tami Collins (Tumwater School District)                      | <input checked="" type="checkbox"/> Karin Oceguera (Family Education & Support Services)      |
| <input type="checkbox"/> Shannon Glenn (Puget Sound Energy)                           | <input checked="" type="checkbox"/> Tara-Lyn Poole (Department of Ecology)                    |
| <input checked="" type="checkbox"/> Nikki Huang (Denise Louie Education Center)       | <input checked="" type="checkbox"/> Trudy Soucoup (Homes First)                               |
| <input checked="" type="checkbox"/> Hunter Jowell (Catholic Charities)                | <input checked="" type="checkbox"/> Jennifer Williamson-Forster (S. Sound Reading Foundation) |
| <input type="checkbox"/> Elizabeth McLaughlin (Boys and Girls Club Benton & Franklin) | <input checked="" type="checkbox"/> Elizabeth Coverdale (La Leche League)                     |

**Permanent Staff Members Present:**

- ☒ Bonnie Jacques (Dept. of Social & Health Services)
- ☒ Jolyn Mason (University of Washington)
- ☐ Vacant (Governor's Office)

**OSOS Staff Members Present:**

- |  |  |
|--|--|
| <input type="checkbox"/> Erin Aquino               | <input type="checkbox"/> Director of External Affairs, Charlie Boisner |
| <input checked="" type="checkbox"/> Robert Lane    | <input type="checkbox"/> Deputy Director of External Affairs           |
| <input checked="" type="checkbox"/> Leila Anoina   | <input type="checkbox"/> Secretary of State, Steve Hobbs               |
| <input checked="" type="checkbox"/> Renee Lewis    | <input type="checkbox"/> Assistant Secretary of State, Kevin McMahan   |
| <input checked="" type="checkbox"/> Angie Cellucci | <input type="checkbox"/> Deputy Secretary of State, Randy Bolerjack    |
|  | <input checked="" type="checkbox"/> Chief of Staff, Amanda Doyle       |

**Others Present:**

**Minutes review:**

The minutes from the August 23, 2024, meeting were reviewed and accepted.

**CFD Program Updates**

- Modernize System – modernization updates: Robert
  - We're making headway when it comes to the donor management system. The most challenging portion of this is our current application is live 24/7 and we can't turn it off while we build a new system. One of the challenges that has been presented is that this application was built in production only, which means there's no testing environment. We now have a test environment and a development environment which will increase our ability to make code changes be responsive in nature.
  - This application was built before credit cards. We want a system that can be robust and can change with the times. The funding that we received in the last legislative session is continual funding for donor management system improvement. We've been able to hire two-part time resources to start copying the code into a cloud based server. It's a long, tedious process. A lot of what the team is doing right now is when they're lifting and shifting that code, they're looking for things that are hard coded and then remapping it in a way that is comprehensive and cohesive. The original plan that that our senior app developer put out for was finishing this before the end of this upcoming fiscal year and that's still on track.
  - Part of that process is finalizing our payroll systems. I think we've been over this a few times, we have 11 payroll systems and they all talk to us different ways and there's not a lot of standardization. We're trying to move into standardizing some of that communication. We are continuing to release and automate small code updates, so the four of us are just giving ideas or feedback to our current IT team. We've seen an increase in speed and response when there are issues as well as some minor updates.
  - We identified and logged the system with our new IT resource, Donna, and our previous resource, Ryan. We contracted out, interviewed and onboarded some outside resources that are vetted through the state of Washington. We're setting up the system for a move to Azure, which is that cloud-based server.
  - That will hopefully happen in a timely manner, so we can also address our website because currently our website is integrated into the application. And so the hope is once we lift and shift of the application will then be able to use some of the resources that the Secretary of State's office has been using to migrate all of our websites to Drupal, which is ADA accessible, mobile friendly, more responsive and user friendly for individuals like Leila to update the content and then it also is in line with brand standards of OSOS.
- Community Visit Updates: Robert

- We want to continue to engage with our community and really make ourselves known and re-engage with individuals because I think we suffer the same fate as every other nonprofit and every other state agency. There's a lot of turnover and it's not a bad thing, but you have to go to the things that you go to every year, or every other year, to reintroduce yourself and remind people of the services you have to offer.
- We went to the Bite of Ecology all staff which we are always invited to and it's always a pleasure to go there. They are one of our agencies that have a very high participation rate for being as large as they are. They're one of the large size agencies and they have over a 30% participation rate. It's very impressive. We love to support them and give them kudos where we can.
- The Secretary of State's office attended PAX West. If you're not familiar, it is a board game and video game convention held in Seattle. Our office as a whole supported, as did the CFD letting folks know who we are. The CFD is more specific because we were just letting people know what we do, not necessarily how they can donate, because if they're not a state employee, they cannot donate, but we can let them know the charities that we support in the area and can help connect them.
- This agency, you know, especially since Secretary Hobbs has come in, has really thought about, where are we meeting some of the people that might have low engagement with when it comes to civics. Ages 18 to 40 have just a significantly lowered return rate and engagement rate than folks over the age of 40 and, so meeting people where they're at Pax West is a very unique and young centric kind of event. There are people, of course, of all ages, but when you look at the average demographic, you're going to see younger folks being engaged and we want to meet them where they're at.
- We also participated in the United Way of Thurston County's Day of Caring as just a way to support our member charities and get them some extra help. We worked with a charity called Poverty Exed, which is a kind of discount store that they then use that money to then help individuals experiencing homelessness or unhoused individuals.
- Leila went to the Disability Inclusion Network meeting. The state agencies have business resource groups that are typically affinity related. Leila and I have been parsing through those groups this year to create that yearly or BI yearly check in with all of them and reintroduction.
- We've been doing and hosting Q&A sessions on a weekly basis. So typically once we start the active campaign, we do a few online check ins.
- Habitat for Humanity just asked to meet with me 3 times over the last couple months. I think they had some turnover or some new folks come in and so it's been good to just check in with them and let them know how they're doing with the Secretary of State and specifically the CFD and how we can be partners.

- **Budget Review: Robert**
  - We've just been extremely grateful for the opportunities when it comes to budgeting. So far we've been on track when it comes to both expenses and revenue. Looking at the last few years, things have stopped on the decline and they've started to either flatline or slowly increase. My expectation for this year was that it would be pretty flat from last year, and after pulling reports, we were kind of looking at a pretty flat year on year, year over year, which given the economic climate and the uncertainty with everything, we were totally fine with. When you look at all three quarters collectively, we're on track for last year were a few \$1000 ahead. When it comes to disbursement from last year, Renee will go over this in a little more detail, but we had some bills come in at the very end of Q2 and what happens when they're too close to the end of the quarter, is they get pushed to what's called the add month. It's like this fake month in budgets that is in between the two fiscal years. It gets counted towards our Q3, and so our Q2 looked really great. Our admin cost was like 1% because we were missing 2 pretty significant bills. We had some interagency agreements that just came in too late to be counted towards Q2 and that's why we always talk about a yearly rolling average, because we're going to have these ebbs and flows based on how many fundraisers we do in Q4 or how many things happen or don't happen. So you'll see that the Q3 expenses look high, but then if you just look at Q2, you can see how abysmally low the admin percentages are and then you look at the big picture. If you zoom out and look at quarters 1, 2 and 3 collectively, we're pretty much right on track for where we were last year, which again, is what we projected collectively that it would probably be a flat line year and that we're no longer going down, which is great. If we can stabilize, we can start moving back up, especially as we continue to have some process improvements from our application.
- **Discussion: Eligibility/Renewal for CFD Charities: Robert**
  - Right now the CFD eligibility and renewal process is that you don't have to ever renew. Once you join the CFD, as long as you maintain your 501C3 status, and you maintain your registration status with the Secretary of State's office as a charity, you're in our system and I don't think that's a bad thing.
  - What are experiences other individuals have experienced, if they've ever been part of a larger entity where they have to do some sort of renewal process? There is some good side of things, it's a pretty low barrier for entry. The bad side of things is, is some people just don't get a lot of exposure because we have, currently, as of this morning 4915 active charities. Which, if you join the state employment, and I say Amanda Doyle, welcome to the state. Here's a book. It's 47 pages long, in eight size font, and all it says is every CFD charity with their charity code. Please pick one. It's really difficult for individuals to navigate. If they know in their heart of hearts, I love, and I have worked with, X-Y and Z charities. It's pretty easy. Otherwise, it can be really challenging and I don't know the right solution and that's why I just wanted to hear what you all have experienced or what you thought. We don't really have a way to know when charities leave the CFD currently unless they close their own organization or if they refuse to cash a

check. We issue what are called warrants, which is guaranteed funds from the state, and so they have expiry date of 6 months. If the warrant come back to us, we reach out to you and go hey, did you change your address? Did you forget to tell us that you moved banks? What's going on? And Rene and I do that four times. And if you forget to cash a check four times, that process took all of six months. It's like a multiyear process. We finally say - thank you so much. We're going to go ahead and remove you and that's really our only two ways that we remove charities is when they never cash our checks for multiple sessions in a row, or they tell us we're not a charity anymore.

- I don't think it's a bad thing, but I'm curious and wanted to just hear thoughts, feelings, experiences that you've had with other organizations like us. I know that there are large organizations like America's Best or CHC, other organizations that charities might be affiliated with that they've had good or bad experiences with.
- BONNIE: Do you know how many of those have no administrative costs, that are really tiny, and they're only set up for one specific really super little charity that they support?
- ROBERT: Of the 4915, I believe last year, at most, we disbursed money to about 3000 of them, and that's me being a little generous. It might be a little less than that. So there are several thousand charities that belong to the CFD that receive \$0.00, and right now there's not a - hey, if you don't receive any donations from us for X amount of quarters or X amount of years, we inactivate you. Our top 50 charities get several thousand and Thurston County Food Bank receives \$140,000 per year from the CFD, but then the donation disbursement amount drops steeply. A few Seattle food bank groups, a few national groups like Planned Parenthood, ACLU, etc that receive large disbursements. Then it drops down significantly. Several thousand charities probably receive less than \$1000. And then there's several 100 charities that receive donations from one person.
- LEILA: We haven't specifically looked at each charity seeing which ones are having zero percent admin versus one that has 20% and if there's a correlation between people who give to charities that have 0% admin versus the people that don't give at all to those that have an over 15% admin. It's reporting we don't really have.
- RENEE: Analytics are currently pretty sparse and that is the request that we have put into it and it will be something that is hopefully implemented into our new system when we get there. Right now those analytics are not there.
- ROBERT: There's several different nonprofit navigators that help you understand why people have a higher or lower admin fee like food banks, for instance, always have a 2 or 4% admin fee because they're able to count every item of food donated against their cost. Thurston County Food Bank has 5 to 6 C level executive managers that make more money than me. They make

\$100,000 plus, but they have a 2% admin, so you still feel good versus a small group that doesn't receive a bunch of food, but is providing wrap around services and have to have highly trained people like a counsellor on payroll is going to have a 25% admin fee. I always let people know you do have to do your research to really understand where their money is going and high admin or low admin doesn't necessarily mean they're good with their money. It just means that they're using a certain percentage of money on administrative costs.

- JOLYN: I'm trying to clarify. I sat on the nonprofit side for the bulk of my career and I'm trying to clarify for myself. Do we want to do something like King County does where we have people renew annually and then we have an open and closed period? Because I'm just going say, I don't like that, and I think one of our selling points is that we're an open campaign. But you're right, we have the minus side, is we have all the nonprofits that people could want to give to and it's too many nonprofits. Maybe, if the nonprofit hasn't received a gift like they would be in this Gray category where they were there, but they weren't prominent. I think that those are good questions because this is something that we struggle with every year too.
- ROBERT: That's kind of where my thought was like. And that's the other problem is right? We will get a new nonprofit that'll reach out to me and say, how do I get involved? As the state, we don't lift one charity over another, and so you get involved by coming to the events and you cross your fingers that an agency wants to donate to you even though they don't know who you are because you're a brand new nonprofit. You have to have some level of name recognition or someone has to be really passionate about you to get you started. With the CFD, because of how we're set up, because as the state, we really try not to elevate one organization over another, and so we do charity highlights, things like the 40 years, 40 stories. When we do solicit them, if they engage, they might get their name thrown into something, or they might show up at one of our events, or they might come to the Non-profit Expo that Jolyn and Annie put together for UW and all. That's the hard part because we do get a couple emails where a charity says no one's donating to us. What do I do? And I let them know to do things such as put our CFD information on your website under donate if you're with a state entity. You can you can promote the CFD that way you can share our stuff on socials, you can talk about the CFD to your donors. That's the hard part, is you kind of need that initial group and one of the things that I have thought about if you don't receive a donation. For X amount of years, we don't remove you, but do we put you inactive or then if someone does ask about you, we can toggle you back on, but maybe you're not in the crazy long search and someone has to actually ask about you.
- JOLYN: We I just had somebody reach out to me not that long ago asking about how they can increase their profile for the UW CFD specifically, but the suggestion I gave them is what I used to do, and maybe that's something we should think about, Robert, is if we did a couple of mini



best practice trainings or something. I used to send a little postcard out to all of our workplace donors just reminding them that the campaign was coming up, we're available to speak, we're available for events, and we hope that when they're thinking about giving again this year that they think about us and that was really successful. I don't know if that even still resonates with people.

- BONNIE: Are all the charities, even the ones that get, for example, Jolyn's \$8 doing it electronically, so it's really not a lot of workload?
- ROBERT: No. So again, we predate EFT and so our application has an opt in. What's challenging is because we're the state, we like to separate everything to keep everything safe and on the up and up. You have your 501c3 that you manage all your information on, then you manage all your information with the Washington State Charities Division part of OSOS, then you manage all your information with the CFD part of OSOS. Then you have to go to the Office of Financial Management and register as a statewide vendor to receive funds from the state. Once you do that, then you can fill out another form to get electronic deposit through your statewide vendor through OFM when CFD pays you because you're a 501c3 charity. So you have to manage all five areas. The information we spend a lot of time on is re-educating folks, but unfortunately, we never made it part of our process to become part of the CFD to enforce having a statewide vendor number and electronic deposit. Renee might be able to quickly tell you how many EFTS, which electronic fund transfer versus paper check. There are several paper checks that we send out, and then we have to wait for them to bounce back, and then we do the follow up on it.
- RENEE: And I do not have that information either. I cannot verify how many EFTS versus warrants per quarter are issued out. I could go through all of the transactions and count them, but that wouldn't be worth my time or anyone else's.
- ROBERT: Something we could consider is to write a requirement that to continue with the CFD, you will need to register to have a statewide vendor number and establish an electronic deposit. It would require us to do a lot of follow-up and then eventually potentially remove charities, but it is one step that would increase efficiency long term and it would have to be added in the policy.
- NIKKI: I just want to share my feedback with the question that you had, and I actually think that there's nothing wrong with just keeping it the way it is. With trust philanthropy, we try to make it super easy for nonprofits. I feel like that's the trend now. Whenever I'm on the Washington Women Foundation board and when there are grantees that, submit applications now, we make it so easy that we're just an application that you sent to another foundation and we will look it over, you do not need to do any work. Coming from that experience, I would say just making it super easy, you don't have to renew an account, I actually like that. Maybe one of the things

that we could do is suggest to folks how they can promote that type of giving. Removing some of the ones that are not active is more maybe they don't have enough staff and it's just being more inclusive. You might have active charities that have more staff that can help with boosting yet, you could have charities that are not active that might have two staff members. I think it's important to make sure that all the charities are kind of included.

- ROBERT: I appreciate your feedback and I didn't have an opinion really. It was just an observation that we have all these charities that aren't active. I think the one-pager idea for some of the charities is a good idea. As we think about lifting and shifting our application, how do we allow charities to either tell their story or how do we build our system where there are abilities to point to a description that you have to submit your 501C3. There's no decision to be made. I just wanted to cast a net out and see reactions to knowing that we had 4,915 charities, but only 2,500 of them received funds and no one ever gets dropped unless they tell us they're leaving, or they just don't cooperate with us for a very, very long time. Appreciate everyone's feedback.

## **Fiscal Update**

- Q3 Disbursement Update: Renee
  - GL 5194 unclaimed property. We currently have \$35,000+ in that account because one of our federations have federation members that haven't updated their statewide vendor number for multiple quarters. They have a \$24,000 check that accounts for the majority of that. The rest of the funds in the unclaimed property range from \$1000 down to \$100, and there's about 50 of them.
  - Going forward, if we were able to implement something where we could enforce EFT and then have a small caveat for the smaller charities that are incapable of doing that, which I don't think there's anything that would hold them back. I think it would be very good to implement something like that when we launch our new system. So far this year, we've raised over 3.4 million. I'm a little bit more optimistic. I think our 4<sup>th</sup> quarter will be able to be a little bit more elevated than we were last year, but not massive. So far we're tracking well.
- Payroll Fixes/Challenges: Renee
  - We have the additional IT support that's been brought on and they're working on our system stabilization and adding those minor updates. A really big successes we had this last quarter is that we've got Snohomish PUD to be completely automated, but we've got some bad news that they're potentially leaving us at the end of this quarter. That felt defeating on some levels. We did get all of our community and technical colleges up and lifted to an automated process. For right now, there are still some tweaks that need to be made, but we'll cross that bridge again when we get into that new system.
- Explanation of Higher Administrative Cost: Renee
  - We disbursed under \$750,000, which is low, but that is because our expenses were so high, and that is because we had bills that slid over from Q2. Some of those bills were associated to some



of our fundraisers that happened during the summer. We'll be able to make up for it this next quarter. Admin fee is variable and dependent upon all of our expenses. You can see in quarter 2, we were at less than 1%. This quarter, the fee is elevated up to 18%. As long as we maintain under 12% for Q4, we'll reach our typical average. And then one thing I thought was really awesome is our non specified account is actually up higher. So our agencies that are doing fundraising events are contributing more money than they have in a long time to the general fund, and that has really helped us in a lot of areas elevate those numbers.

### **Marketing and Training Update**

- Marketing/Training and Promo Materials: Leila
  - The last time we met we were in the middle of our local coordinator training. Feedback we received was that during the training they would like to see more fundraising ideas, and we've seen this trend throughout the past couple of years of that folks really want to know what types of fundraisers they can do, especially with this hybrid model. Finding events and getting folks that are especially online engaged and excited again about donating and being a part of it. Being part of the CFD and participating with CFD events have been difficult for all of our coordinators and all of our volunteers. We continue to see what agencies do and also see what other types of hybrid fundraisers are happening. We're always looking for more ideas and ways to get people, especially that are remote, excited. The people really enjoyed the charity presentations that we brought to each training, which is something that we're going to continue to do next year because it gives charities a good opportunity to speak to a whole group of state employees. In total, our local coordinator training had 89 attendees, which was a significant drop from last year. Last year we had 172 attendees and so trying to figure out what was the reason for such a dip in attendance. We maintain the four different trainings with the different levels. However, we only got surveys back from three people. Trying to get surveys from folks afterward is always really difficult, but it's been especially difficult for the past events that we've been doing, whether it be the trainings or if it's a leadership breakfast. Just getting folks to do a survey has been really hard. I don't know if we're going to start needing to do incentives for that, but to get real feedback has been a bit difficult. Overall, the trainings have been really good. We continue to do our Q&A sessions to follow through on the things that we spoke about during trainings and get folks throughout this campaign a resource for them if they have any midweek questions that they need reminders about from the training.
  - We've been re-engaging with the community, especially with our business resource groups. I've gotten in contact with most of these resource groups, only a couple of them have just not responded to me, and I think partly it is them just getting their own bearings on the group itself. I was able to meet with RAIN, VERG, DIN, the Washington Immigrant Network, WIN and it all went really well. These targeted presentations have always been good because then I can curtail the presentations to all of them and they've been really receptive. When speaking to, for example RAIN, we can provide a selection of LGBTQ charities that the CFD has if you also want to supplement your mission, and also give as a state employee to these charities.
- 40 Years, 40 Stories: Leila

- 40 years, 40 stories - I'm continuing to push out stories through our weekly newsletters. Gathering stories have been a lot easier now since the leadership breakfast and so continuing to try to share out those stories. Every week we'll talk more about ways to share stories on our website. If there are any suggestions, if you folks have seen a story, a way of telling these stories that you really enjoyed, I'm open to hearing about it. That's something that our subcommittee has talked about and just ways of sharing stories, whether it be videos, reels or just a story post, share on social media or our emails - open the hearing suggestions.
- First Week to Give: Leila
  - Just got all the information for our First Week to Give promotion, our kickoff event, and we raised over \$58,000. We logged over 2000 volunteer hours and distributed 1587 cards. It was very successful. We raised a couple grand more than last year.
  - ROBERT: One of the pieces of feedback that we've received, which again happy to pick your brain on, is we've one or two people say, thanks for the Starbucks gift card. Starbucks is anti union. I'm a union worker. Do something better. I'm always open to feedback. Of course, this is a partnership with one of our sponsors, and so I'd need to go to our sponsor and say, would you mind giving me something different? And when I proposed to those individuals that have given me that feedback and said, can you provide me with an alternative? No one was willing to give me an alternative that could provide a \$5 or so increment electronic gift card. We used to do physical gift cards and Jolyn can tell you how long it took for us to get them all out. And so really, just open to if there is anything that you could think of statewide electronic doesn't have a bad rap right now?
  - JOLYN: I'm just weighing in to tell you how much of a nightmare physical gift cards are. They are literally the worst and they cost a ton of money to send.
  - ROBERT: Our labor has gone down and the cost has gone down since switching to electronic and I can do it all in like a couple hours versus like a couple weeks. So just think about it. The hard part is because we serve people all across the state. We need something that is somewhat prevalent all across the state, which is why I think WSECUC chose Starbucks eight years ago.
  - JOLYN: I let people know that we certainly understand their concerns. If they don't want their gift card, they can donate it back to the CFD. And we could use it to raise money to support causes they care about.
  - ROBERT: Thank you, Elizabeth, I saw a grocery store chains. I just need to do a little bit of research to figure out if it would span enough. I know that Kroger is buying everything so pretty soon every grocery store will be owned by them, but until then, I think that is the hard part. We are a state entity, but then we talk a lot about like local. It's hard to manage both simultaneously where like I'd love to have local stuff for everybody, but the process of getting that out to 1600

people in in variable cities and counties is a little challenging. We went with the path of least resistance, but are open to feedback and appreciate the conversation.

- Charity Sweepstakes
  - LEILA: Our upcoming event is our 2024 Charity Sweepstakes, any state employee or retiree that starts or increases their recurring payroll deduction by \$2.00 or more, will qualify to be entered into a drawing. This has been a really successful event that we've been doing and we're just going to continue to do so this year and see how it goes.

## 2024 Campaign

- Agency CFD Events: ROBERT
  - ESD All Agency Softball Tournament: Saturday, August 24
    - This was their 8<sup>th</sup> annual event which had a full roster of teams registered to play. The night before the fundraiser, it was cancelled by the facility due to heavy rain. During the tournament, ESD hosts a raffle that they typically host during the midway point of the fundraiser. As an alternative method to help pivot, and still raise funds due to the cancellation, some raffle items that had already been donated as well as vacation packages were included in an online auction that ESD opened to all state agencies to participate in. The online auction was open for two weeks, had 13 items, and raised \$3,060.
  - HCA Golf for Veterans: Friday, September 13
    - This was originally run by DSHS for over a decade with this year being the first year for HCA to host the event. This year, the event was on a Friday with a 9:30am shotgun start and they net nearly \$13,000 with the charity being supported, "For the Fallen," which is a veteran owned charity that helps individuals specifically with amputee apparatuses. They brought in a brought a few people who are competing in the Paralympics, that they were actually able to outfit with equipment so that they could compete effectively, and so they had a skeleton racer. And I think a long distance runner was. At the event. And so we're confirmed for 2025 for Friday, September 12th. And so we're excited to to continue to have that event be a success and and move forward.
- CFD Past Events: ROBERT
  - Tacoma Rainiers Partnership:
    - We only sold 131 tickets. It's one of those things where when we were doing this during the COVID years, we were selling like hotcakes and we were making a lot of money. I think there is a variety of things that people can do and a lot of competition. We have seen a decrease in people attending even though we had an increase in game options this year. It doesn't cost us anything to run it other than putting out an e-mail, so it's pretty low effort, so we'll likely continue to do it.
  - Seahawks ticket auction:

- We sell season tickets that we buy and raised \$3125.00. That total is a little off because we had some people pay through payroll so total raised is closer to \$4,000.
- Leadership Breakfast: Thursday, September 12 from 8-10am at SPSCC Lacey Campus
  - We packed the house and I thought it was a really great group. We did get some feedback just about how it ran over a little bit. Some of our charity speakers took some liberties that were not given to them to talk a little longer than they were asked to speak, but that is that is part of the process and we'll just roll with it.
  - Our keynote speaker was Marcus Trufant with the Trufant Family Foundation. We had 177 RSVPs plus the 20 charity captains. Open to feedback for anyone who did participate or any anecdotes for anyone who was able to join, but we plan on repeating the format it seems to be working post COVID for us and filling up around that 200 person mark seems to be reasonable for our organization at this time.
  - BONNIE: I thought it was great and I love the cross section of charities that you had speak. It was really representative of many of the categories of our charities. I thought it was great. My only issue was I sat right next to the parrots, so they were pretty funny, but also very loud, but that was cool. People loved having the parrots there.
  - ROBERT: That's one of those - you live and you learn. We were pretty explicit to all of our charities that they were to bring one or max two people. And then they brought three people and three parrots. If they are coming back again, we'll be having a conversation about where they would place themselves because they were right in the middle with promo material and birds.

#### Advisory Council Updates

- Fiscal and Policy: RENEE
  - We've updated a lot. Most recently, our donor refund and our privacy policy. We have signatures on them and they are ready to go. We are just working on getting those set up to be put online. Currently we're working on our charity membership requirement, it was previously documented as the "Closed, Involuntarily Closed, and Merged policy." As I've said previously, it was combined with procedure and random information that while it is pertinent to the procedure, but not the policy. So this one has taken us a long time to parse apart and identify two policies that will stream from that original policy procedure. Then we'll have procedures and a policy pulled from that for each of the two things. So the charity membership requirement charity status and then those are the two that will spread from that original closed and voluntarily closed and merged policy. Up for review this next month is our cash handling policy. I do believe that this one will be a really quick and easy review to modify so that it is in the new updated format and get a signature on that and I'll be ready to be posted online.
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- Events:
  - Leadership Breakfast feedback: Jennifer Williamson-Forster
    - I have to say I was very impressed. It was very well organized considering it was in the morning and it was at the very beginning of the work year. You know, we have summer and everybody is sort of in a different headspace and then turn around and pull this off. You guys hit the ball out of the park or we hit the ball out of the park from the food to

the speakers to the general organization was just very impressive. People really liked the speakers and the food and a chance to learn about and be inspired by the charities. And there was one quote I really liked. I always loved the inspiration that I take away from it. I love learning about some of the charities that you invite and their work, so I thought that was really nice.

- On what to what to work on for next year - that apparently the food was a little gluten heavy. I don't know if you could change that because the gluten, all the beautiful pastries were so beautiful, but I was pretty pastry heavy. There was also Quiche and bacon and lots of good fruit. Some concerns about the location. I thought the timing was perfect. It wasn't too long. It wasn't too short. Some folks were suggesting that possibly we could move the event further north to accommodate those people in the Seattle area and surrounding area. Speakers were highly rated and folks like to get to know about the charities and my personal feedback is centerpieces. Wow.
- I love that we combined Well Fed, Well Read acknowledgement of the winners. I think that's a really good fit and that that's just me coming from the Reading Foundation and the fact that we got to be a part of it in that regard, but it makes sense in that format. Robert Coit and I used to talk about coming up with really funky, funny, fun awards to give away and I thought that could be something if we continue to do this at the Leadership Breakfast. He had envisioned a pile of cans that are nailed together, painted and you know for most food and just kind of make it a little bit more fun. We would have the plaque of course, but that would be a fun thing to think about. I'd love to see that challenge go statewide, and I pledge to you guys that I'll do whatever I can to help on that charitable book end if you want me to start reaching out. You know there's United Ways, there's schools. I'd be happy to try to help. I think it really is a worthy event and I think it's a great way to bring the community together.
- I have to say I while I appreciated the parrots, some people have a little parrot phobia and I don't know if the event people are going to want us back next year and I felt really bad for the folks that had to clean that up because that was messy.
- If you want to get survey results back and you want to get it back quickly, you come up with some kind of door prize at these events and I was thinking of door prize at this event would probably have incentivized a few more survey results.
- And Robert, print 3 copies of your speech. I always do because I always leave mine and somebody picks it up and then I can't find it, so I know I have another backup and then I have a backup from that backup just in case. Otherwise, an absolutely great event, well organized and an uplifting morning, and I thought you guys did a great job.

- JOLYN: I, just as somebody who attended the event online, I felt it was really warm and engaging from the online end too. And I just really wanted to compliment you on that.
- Marketing and Training: LEILA
  - We've been continuing to update the website as we see fit. Constantly needing to update events and information that we just find where there's one link, a mystery link that's hidden in five folders that Nikki or Hunter or Liz would find, and so continuing to do that is one of our tasks. We've talk about our storytelling for the 2024 campaign. Updating them on the types of stories that I'm creating and just talking about different things that we've seen through from other state campaigns or other charities in ways that folks have been sharing their stories and the big task that we've started to do is looking at other statewide giving campaigns and pulling and seeing what works for them and trying to implement that in our own campaign in our own website.
  - HUNTER: Something that I'm always thinking about when I'm doing my work at a nonprofit is storytelling. I know this goes back to even your question about how we can get these charities more engaged. When I was looking at these websites of other states organizations, the state combined campaign for Alabama has a video section, but when you scroll through the video section, it's submitted videos from nonprofits and so it seems like a really great way to encourage further engagement from charity partners, but also provide an opportunity for the donors to learn more about these charities. So with 4000+ that they can really see who's the most active who resonates most. The videos are really compelling and then the other piece that we saw with another state agency was a charity section where they were sharing charity stories. These are just really small written stories, but they do the same thing as the videos. There's a little less work, but there's a dedicated page to share with highlights from these charity partners that allow people to learn a little more about where their gifts are going or provide them an opportunity to kind of get further engaged, but also kind of asking these charities to engage more, so I thought those are two great pieces that these agencies were adding to their website and I think it works both ways for engaging charities as well as engaging donors.
  - LEILA: And then we've also been looking at the website through an accessibility lens and just visually looking at our home screen. We've been parsing through all of these campaign websites and getting some ideas, so that eventually when we do move on to Drupal, if there's a page that we really like from one of these other campaigns, we can look into creating something like that on our own website. We have 46 other states to look through during our next meetings, but that's our big project for now.



- BONNIE: Leila, sometimes when you have a campaign going on and you, you've sent out an e-mail, but it's not necessarily on the website. Is it possible to keep those links somewhere so that I don't have to keep asking you for the link again?
- LEILA: We try our best to just keep them on that carousel. With our website, there's so many different spots to put it and only one home page that we need to have our constant main information. When events happen, we do have them on the carousel, but I don't know if there's another spot that I could put all news, things like updated events.
- BONNIE: You only so many of those green stars on the rotating homepage.
- LEILA: We only have five of those green stars, so that's the hard part. If I could have 10 that would be amazing.

- **Meeting Wrap Up**

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- We will put out applications for the 2025-2027 Advisory Council. We do have everyone apply and that includes individuals that are serving on the board. You'll reapply if you're interested in coming. There is no term limit. The Secretary is always just looking for a really robust group of individuals and we like to have a combination of state employees, large organizations, national organizations, small organizations. We want a nice combination of things similar to like we really like when we have representation from across the state. Being virtual now we were able to move outside of Thurston County pretty easily and we really enjoy having voices from across the state and so if you are interested in reapplying, that is the application process is basically the same as it was last time. It's just a couple questions. We'll chat with you and then we'll make our list recommendations to the Secretary, and then he'll select the individuals that will serve. And then if you're not interested or you just don't have capacity or you're ready to pass the baton, I just really ask that you think about.

### **2025 Meeting Dates**

- I am finalizing and just waiting on a couple confirmations from our exec team. For our 2025 dates, but really our next steps will be this specific Council. We will be meeting in likely February and May. Some of the feedback that we've received over the last couple of years is that June is just a hard month to meet because end of school and people start going on trips, so we're going to meet at the end of May instead. We'll meet for those two and then sometime in in the first quarter, probably around the March or April time.

### **Adjournment**