

Development Committee Meeting Minutes DRAFT
Dec. 21, 2012 / 4-5 p.m.

Meeting was called to order at 4:10 p.m.

Present: Dick Flanigan, Chair; Mike Fenske (phone); Tyler Nottberg (phone); Brenda Zimmerman; Roger Berg; Laura Bryon; Emily Buckley and Steve LaNasa

Absent: Dan Braum, Sr. Anne Shepard, Dan Haake and Jason Banks

Minutes: Mary Carrington-Harris

- **October 15, 2012 minutes were approved.**
- **Tax Credit Update**
 - All of the Kansas Tax Credits were sold. Of note, two companies bought three-quarters of the tax credits. There was good support from the Board, and a lot of new donors. And Donnelly sold more tax credits than any other KCK entity we know of that's been a previous recipient. What did we learn?
 - We need more to focus on marketing to EXISTING donors, esp individuals. Further underscores need for growing base of individual donors.
 - We should have reached out to the Board members and other constituents sooner, rather than focus on large corporations and foundations.
 - We should not have needed it to pay the bills on the event center. It should have been extra money.
 - Technically, Donnelly is a branch of the Kansas City Kansas Library System and staff hopes DC could qualify for more tax credits for the campaign's Library Phase. It is challenging to get the credits, supports only "community" projects, and the program is subject to the Kansas legislature approval. Hence, DC should not anticipate tax credits every fiscal year, or even very often. Still, staff will pursue them whenever possible, and demonstrated success in this effort will increase our chances of a future award.
 - Exciting note: We received \$36,000 in trees/landscaping around campus, parking lot and front sign as an in-kind donation for tax credits from Hermes Landscaping. Work expected to be complete by May.
- **Field Consultant Analysis**
 - Dan Eddingfield with Field Development Consultants, presented findings at the December 2012 Board meeting.
 - Donnelly needs a more qualified prospects list and more distinct time horizon. The overall campaign project needs to be broken into achievable phases (each with its own fundraising goal smaller than the full \$25million needed). Completing one phase is motivating to all parties to continue to the next phase.

- The Board's Development Committee needs to assume responsibility for all college fundraising –annual fund and campaign as well. The Campaign Committee can continue on in the same advisory/assistance function.
 - A point Dan Eddingfield made was to increase activity – especially for campaign visits, calls and awareness events. Identified that staff and volunteers both need to be more active to continue momentum of event center progress and creating successful phases. Need to increase a culture of face-to-face meetings and requests; not just written communication.
 - Regarding phasing, the next phase should be updating the bathrooms, roof, HVAC. We will continue to raise money for the whole program, but these components need to be addressed next.
- Fundraising Plan to Increase Activity
 - Emily explained the Donnelly College Advancement Framework chart. See attached.
 - Steve, Emily, Laura Bryon and Roger Berg are now dedicating every Tuesday and Thursday to work solely on making donor calls and visits.
 - Their goal is 35 visits a month; 20 of which being prospects new to DC, the rest for cultivating existing relationships.
 - Staff requested the Development committee members to each commit to monthly: referring 5-8 new prospects/month (and asking them for new referrals), making an initial contact (such as a letter), make 5-8 cultivation calls, and attend 1 visit.
 - The Development Committee wanted to also establish related monthly prospect acquisition goals for all board members. More regular email and Board Portal and social media updates will help keep all the Board members informed and vested, seeing progress which will motivate their involvement.
 - The Advancement Department will fully support these activities. They will share an editable introduction letter to use when making initial contacts for the Development Committee members. Staff outlined the committee member process for acquiring new prospect visits/introductions and keeping staff updated of activities.
 - Advancement Staff will revisit the standing Coffee on Campus scheduled times to be earlier and more conducive to visits, based on committee feedback (perhaps 7:30am instead of 8:30?). The committee suggested also adding a similar standing after-hours event, as well as one at lunch time. These should include a brief tour and history.
 - Committee members noted we need to focus on getting qualified prospects. Further noted that we should structure what a visit/ask closing looks like so volunteers are comfortable with that phase of a conversation. That would provide a map to the Board on how to get the deal done.

- **Agenda Item:** Training on how to ask can be provided at an upcoming Development Committee meeting. Provide copies of “The Seven Minute Ask.”
 - **Agenda Item:** At the Jan 28, 2013 Development Committee meeting, identify any specific focus needed on the February referrals/introductions.
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- **Scholarship Dinner Update**
 - Names were proposed for the 2013 honoree and honorary chairs.
 - Connect this year’s event with the arts.
 - Look at adding fresh elements to the event, such as a new venue and cocktails and hors d’oeuvres instead of a plated dinner. A special presentation highlighting the honoree, but shorter in length. Change the event from midweek to Friday night. This can help engage a younger segment too.
 - Conduct focus groups with past attendees.

The next Development Committee meeting is a conference call on Mon., Jan 28, 2013 at 4 p.m.

Meeting adjourned at 5 p.m.