Campaign Committee Meeting

February 26, 2019

8:30 a.m. – 10:30 a.m.

\*\* meeting starts at 8:30 a.m. with introductions. Members present: Pat Bechdol, Baer Rambach, Janice Travis, Kate Gaither, Christian Burns, Allison Elrod, Penny Hawkins, Justin Dionne, Jim Duke

1. Campaign Updates (60 minutes)
   1. Current Status of Campaign

* Penny presents the monthly and six-month rolling view of pledges and donations
* Conversation around adjusting goals based on prospect activity and timelines related to the ask --- Janice suggests we approach the budget with intelligent forecasting and the committee agrees.
  1. Updated Marketing Materials and Website
* Justin and Allison present updated campaign materials
  + Hand out of all new marketing materials (shirts, pop sockets, etc.)
  + Review website
  + Mention of video creation
  + Allow for donations to either the campaign or annual fund on the website
* Kate would like to see a floor plan for major donor conversations
  1. Cultivation Activity Updates
     1. Rotary Meeting

- Justin presented at the January 30th Rotary meeting and since then CCA was selected as the Annual Rotary Annual Golf Tournament on May 6th (expected $7-$10k for programming)

* + 1. Community Outreach
    - Conversation about school shows
    1. North Mecklenburg Woman’s Group
    - February 5th and 6th
    - Connected with several prospects and resulted in an unsolicited gift
    1. Cornelius Arts Soiree
    - Herald Citizen covered in media
    - Board asked that updates be shared as these events happen and outcomes to keep them in the loop
  1. Draft PYC May 3rd Event
* Allison talks through the current plan for the event
  + Justin reiterates the plan and goal for the event is for board members to bring 6 – 10 guests each who are willing to donate to the CCA Campaign and who have been cultivated to make a gift
  + Baer asks about the event and if there will be a live or silent auction --- Justin says not this year, but the plan is to grow this into a signature annual event
  + Janice mentions including ALL of Cornelius and thinking about Smithville – leaders, etc… Listen to the Mike Collins Charlotte Talks episode about the area (aired February 25th <https://www.wfae.org/post/charlotte-talks-cornelius-neighborhood-smithville-fights-revitalization>)
  1. PR Plans
* Penny shares the plan for the PR RFPs – two groups have been selected to interview on March 14th
  1. Task List Distribution & Management

- Baer mentioned hosting an annual retreat to train BOD on how to make and ask, cultivate and steward donors, etc…

1. Campaign Committee Strategy (60 minutes)
   1. Presentation of Working Group Strategy   
      - Penny presents on the concept of divvying up the work of the Campaign Committee into areas of interest and expertise.

* Christian gives an update on Planned Giving. Good to have the vehicles on hand, but we want people to give TODAY and planned giving would give people an out to not give today.
* The conversation turned to Neighborhood Captains and the concern around sourcing and managing the captains. Janice suggests that this could become a fulltime job on its own
* Robust discussion about the capacity of both the committee and board. Perhaps this is a good time to engage the “Advisory Board” on the tactical level of moving forward different strategies and initiatives for the Campaign.
  1. Discussion of Working Groups
     1. Leadership Gifts
     2. Founders Society & Giving
     3. Cultivation Activities & Events
     4. Corporate Strategy
     5. Stewardship
     6. Regional Approach

**Action Items / Next Steps**

* The staff/council of CCA will draft a more well defined job description for Campaign Working Groups / Affinity Groups. A draft will be shared with the group before March 9th. The committee will provide feedback via email and a final version will be approved in the next Campaign Committee Meeting
* Finalize a chair for the Corporate Task Force
* Brainstorm / suggest leads for Working Groups
* Finalize a stewardship / prospect and donor monthly update on the campaign and project