

**MINUTES  
OF THE  
PHILANTHROPY COMMITTEE MEETING**

**April 5, 2016  
10:30 A.M.  
Nelson Hall West 213**

**Present:**

Laura Fisher (on phone)  
David Kalb (on phone)  
Heather Bernikoff-Raboy (on phone)  
Craig C. Wruck

**Not present:**

Emily McBride  
Gary Rynearson

**Guests:**

Kimberley Pittman-Schulz  
Travis Williams  
Steve Bagley  
Michal Murgage  
Lola Alto

The Advancement Foundation Philanthropy Committee meeting was held on Tuesday, April 05, 2015, at 10:30 A.M. in Nelson Hall West 213 on the campus of Humboldt State University.

1. Call to order

The meeting was called to order at 10:35 A.M.

2. Visitor comments

There were no visitor comments.

3. Approval of the Minutes from the January 27, 2016 meeting

Upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the Minutes of the January 27, 2016 meeting were approved as amended.

#### 4A. Fundraising Strategies Document

The Committee discussed the Draft HSUAF Board of Directors Fundraising Strategy, developed by Committee members, to encourage board members to get involved with the Go Green Fund Campaign or another outreach activity. The members present expressed that they want to be actively involved in a meaningful fundraising or outreach effort in support of Humboldt State University (HSU) and the Humboldt State University Advancement Foundation (HSUAF), and they want to see more board members involved as well. There has been frustration that a clear role for the Committee and specific volunteer options for the Board related to philanthropy and outreach have not solidified.

After discussion of the elements in the Strategy draft and a review of some of the set-backs experienced over time, it was proposed that perhaps the Committee should review its role and potentially re-define its focus. Many of the suggested activities proposed for Committee and Board involvement relate to alumni outreach and broad engagement of potential donors vs. being specifically fund-raising focused. There was discussion that the Committee may want to function more broadly as an Advancement or Engagement Committee and involve other staff in supporting the marketing & alumni relations elements. Alternatively VP Craig Wruck offered that the Committee could split into two separate committees, with one focusing on Philanthropy or specifically the Go Green Fund Campaign, and the other on Engagement or Advancement activities. The Committee feels that it is too small as is to form a second committee, but clarifying the committee's charge and possibly renaming the committee to reflect a broader focus would be a good idea. Additional discussion addressed current staffing limitations in supporting some of the proposed Board engagement activities, and the need to prioritize activities to ensure that staff can provide appropriate assistance to the Board.

Craig noted that the HSUAF Governance Committee would be convening on April 30, 2016 to review the Bylaws and that would be a good time to discuss the structure and definition of the Philanthropy Committee. Laura suggested that Heather, David and herself get back together and take a second look at their Fundraising Strategy document. She would like for this document to be presented at the June 3, 2016 Board of Directors meeting so that everyone has a better understanding of expectations and options.

The Committee discussed ideas related to using Social Media, improving the Philanthropy and Alumni webpages, and helping the Board be better equipped to advocate for HSU and giving opportunities. Laura Fisher suggested a future Board session include usage of the HSU Philanthropy website and accessing customized giving pages as well as other resources such as the CaseMaker blog developed for usage by the PhoneJacks (<http://casemaker.blogspot.com>). The committee would like to help, and have other Board members help, in identifying potential business and corporate donors as well as in thanking donors. It was agreed that as part of the dialogue with the Board in June regarding the Strategy document, Laura will encourage board members to forward possible corporate contacts and connections, and Kimberley will draft a message that Laura can send in follow up to the Board conversation. Additionally, the Committee asked the staff to develop an ongoing system to engage interested board members in doing "Thank You" calls and/or notes to donors.

#### 4B. Go Green Fund

Due to limited time, the discussion about the Go Green Fund prospective donor strategy was brief, and it was decided that another meeting would convene prior to the Board meeting so that additional time could be spent on an in-depth discussion. In the meantime, staff will email copies of the draft, initial prospective donor list to the Committee. The Committee requested hard copies of the Go Green Fund brochure to have on hand. Staff has already shared an electronic, print-on-demand version, and will mail out printed versions. The Committee asked staff to print hard copies of the Go Green brochure to share at the June meeting as well.

#### 5. Gift Summary Updates

The Gift Summary reports for gifts received by February 29, 2016 were shared. The Committee briefly reviewed the three reporting formats, with staff clarifying elements related to gift-in-kind, donor preferences for giving, and the fact that HSU still has few major donors though significant potential for increased mid-level giving.

#### 6. Board of Directors Annual Giving

The Committee reviewed the status of Board giving for this fiscal year. Most Directors have made their annual gift, and some may prefer to time their gift for later in the spring. Heather Bernikoff-Raboy will speak to one board member who has not yet made the annual Board donation, but it was noted that this member is active and has contributed in other ways.

#### 7. Other Business

The Phone Jack blog <http://casemaker.blogspot.com> was shared. Board members had reviewed this prior to the meeting and found it a helpful resource. It was suggested that this item be shared with the full Board at the upcoming June 3, 2016 meeting in Berkeley, CA.

The committee discussed the development of a donor Giving Society. Travis Williams explained the benefits of having a Giving Society and presented the committee with an opportunity for input. It was agreed that staff will be scheduling a meeting to develop the concept and an invitation will be extended to members of the Philanthropy Committee to participate as they may wish. The Committee discussed other ways to engage donors and suggested benefits that could be offered to donors, noting one example as hosting a special donor reception in coordination with a fall visit by Andrea Wulf, author of *"The Invention of Nature: Alexander von Humboldt's New World"*, which HSU has selected as the 2016-17 Book of the Year.

Staff shared that a consistent planned gift marketing program is being re-established, and shared the first issue of HSU's planned giving newsletter, *Planned Giving Today*. The Committee members emphasized that they want to continue to be included in all such mailings so that they can encourage others to give.

The meeting was adjourned at 12:04 PM.

The next scheduled meeting is TBA, based on the availability of all Committee members to participate.