

A D V A N C E M E N T  
**FOUNDATION**

H U M B O L D T S T A T E U N I V E R S I T Y

**MINUTES  
OF THE  
PHILANTHROPY COMMITTEE MEETING**

**January 27, 2016  
Nelson Hall West 213**

**Present:**

Laura Fisher  
David Kalb  
Heather Bernikoff-Raboy  
Craig C. Wruck

**Not present:**

Emily McBride  
Gary Rynearson

**Guests:**

Kimberley Pittman-Schulz  
Travis Williams  
Steve Bagley  
Lola Alto

The Advancement Foundation Philanthropy Committee meeting was held on Wednesday, January 27, 2015, at 9:30 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 9:32 A.M.

2. Visitor comments

There were no visitor comments.

3. Approval of the Minutes from the November 10, 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.

#### 4. Go Green Fund

Kimberley Pittman-Schulz presented a draft of the Go Green brochure which will be used as a tool in working one-to-one with prospective mid-level to top-tier donors. The brochure would provide prospective donors information which they could read at their convenience following or prior to cultivation or solicitation conversations. It would be used by the HSUAF Board Members as well as the HSU Philanthropy Advisors. The brochures will be digitally produced as well as “print-on-demand.” This allows the brochure to be updated with photographs as well as content. It also allows for the printing of small batches which is cost effective.

The Committee noted that they thought the brochure was an excellent piece and conveys the overall philosophy of sustainability. It was agreed that the Committee would commit time to evaluate the brochure and provide feedback in one week.

Kimberley reported to the Committee that the HSU Philanthropy department has acquired a new Linked-In data source. Staff is looking at the best way to integrate this information into our existing database, though in the meantime it can be used to identify prospective alumni donors by interest area, including Alumni who have self-identified as being interested in conservation/sustainability, involved in the conservation field and/or majored in environmental/conservation areas of study.

The Committee discussed how the HSUAF Board Members would be involved in the Go Green Campaign. It was agreed that the Committee should try to secure at least one or two lead gift commitments before asking the full Board to give and assist with donor cultivation and solicitation. The Committee wants the Board to feel confident that the Campaign will be successful; then the expectation is that all Directors will contribute to the Go Green Campaign, in addition to their annual Board gift, and help with the Campaign itself. The Committee discussed the possibility of approaching other Board Members before the upcoming June 3, 2016 General Board Meeting, which led to a discussion of a timeline. Kimberley Pittman-Schulz shared that she is working with Michal Mugrage, Research & Relationship Coordinator, to identify potential significant gift prospects with an expectation of sharing an initial pool of names with the Committee later in March for discussion at the April Committee meeting. She asked the Committee to give thought to possible prospects as well. Heather Bernikoff-Raboy suggested that she, Laura, and David could support staff efforts by developing a Campaign timeline, and it was agreed they should do that and plan to discuss the timeline at the next Committee meeting.

Heather Bernikoff-Raboy asked if staff would be able to put together a PowerPoint presentation of the Go Green Campaign that could be used at various gatherings and events. Kimberley said a PowerPoint is doable, though at this silent phase of the campaign the goal is one-to-one donor conversations rather than broad-based outreach. She said once the Go Green Campaign piece is final, staff will make further updates to the Go Green Fund website and look into the possibility of brief clips, perhaps statements from current interns working on campus energy projects. Craig

Wruck offered that if there is interest in volunteering to represent HSU and the Foundation at outreach events, the new recruiting video on HSU's website, with the theme of "Find Yourself," that would be a compelling tool to use.

The Committee discussed the first and second phases in building the Go Green Fund. It was agreed that the second phase, implementing a revolving loan fund, is more challenging. Identifying energy projects for funding ties into the PG&E energy audit findings, which are not yet available. Additionally, there are significant policy and process changes that need to be adopted within the University to be able to capture energy savings and enter into loan agreements with the Foundation. The Foundation also needs to create policy to support energy loans to the University as well as the processes for operating a viable revolving loan fund. Furthermore, in researching the progress being made by colleges and universities who have launched similar energy-related revolving loan funds as part of the Billion Dollar Green Challenge, it appears that many programs are stalling; apparently while many like the green revolving loan concept, but donors are not stepping in to provide the level of funding originally anticipated.

#### 5. Board of Directors annual giving

Kimberley noted that several end-of year donations from Board members had arrived. It was agreed that staff would provide that information to Laura after the meeting.

#### 6. Other Business

Committee Attendance - Laura stated that she would contact absent Committee Members regarding upcoming Committee Meetings to encourage greater participation.

Year-end giving results - Kimberley shared that HSU and the Foundation saw strong year-end giving, including a clear indication that focus on developing mid-level gifts is already producing results. Travis Williams, Director of Annual Giving & Philanthropic Services, highlighted year-end giving components. He reported that the Food For Thought and Student Success Scholarship Campaigns did well, noting that there is a trend for giving to heartfelt campaigns. Staff noted HSU is experiencing a national trend of fewer number of gifts coming in but those that do are at a higher dollar amount. HSU is also experiencing an increase in the number of donors in the mid-level range, which indicated that the one-to-one work of our Philanthropy Advisors, along with the beginnings of some customized mass approaches, are achieving early success. Staff is analyzing and assessing the best strategies to retain current donors and attract new ones. Kimberley noted that HSU continues to be one of the top two or three CSU campuses in terms of dollars raised relative to staff size, which is impressive given that the team is among the smallest and still has 3 staff vacancies.

Implementation of new Philanthropy Monthly Reports - The committee reviewed the three new monthly Philanthropy Report formats prepared by Aaron Wythe, Philanthropic Services Data Lead. The Committee found the formats helpful in understanding philanthropy at HSU and giving trends and would like the reports to be included in their committee meeting packets. It was also agreed that the reports should be included in the information shared as part of full

Board meetings. Kimberley emphasized that the Philanthropy reports focus on charitable giving, and Board Directors should keep in mind that philanthropic giving totals and fund-raising targets are different and distinct from the Foundation's revenue budgeting and projections.

The meeting was adjourned at 10:38 A.M.

The next scheduled meeting is April 5, 2016, 10:30 A.M. HSU Conference Room NHW 213