

A D V A N C E M E N T
F O U N D A T I O N

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
DEVELOPMENT COMMITTEE MEETING**

**June 23, 2015
Nelson Hall West 213**

Present:

David Kalb (via telephone)
Laura Fisher (via telephone)

Not present:

Judy Dvorak
Lisa Klyce
Gary Rynearson

Guests:

Beth Bray
Maria Forest
Mary Kay Hartman
Chuck Mayfield
Kimberley Pittman-Schulz
Travis Williams
Craig Wruck

1. Call to order

The meeting was called to order at 2:34 p.m.

2. Visitor comments

There were no visitor comments.

3. Approval of the Minutes from the March 4, 2015 meeting

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

RESOLVED, that the Minutes of the March 4, 2015 meeting were approved.

4. Communicating Philanthropic Priorities: Web Content Development

Kimberley Pittman-Schulz, Executive Director of Philanthropy, outlined the three fundraising priorities that resonate with our donors:

- 1) **Experiential Learning:** Student-focused opportunities for hands-on learning, research, artistic expression and service
- 2) **Social & Environmental Responsibility:** Opportunities to advance HSU's values, regionally, nationally and globally
- 3) **Vibrant Humboldt Community (on campus and off):** Scholarships and support services for first generation and low-income students; engaging donors in support of "Centers," such as the new Center for Excellence; collaboratively funding economic development partnerships; and expanding community support of community benefit programs, such as KHSU, OLLI, Athletics and First Street Gallery

Travis Williams, Director of Annual Giving and Philanthropic Services, and Beth Bray, Associate Director of Philanthropy, talked about the items for the new Philanthropy site. The former Philanthropy website will be merged into the Loyalty Fund site, and will showcase donor stories and volunteer opportunities. More recent gift opportunities will be added, including giving stories and the nuts and bolts of giving. There will be enough items for visitors to the site to become involved with something that resonates with them individually, and speaks to their passions. The main categories under consideration are:

- 1) **Areas to Support:** Humboldt Loyalty Fund, Parent and Family Fund, fundraising priorities (listed above), endowments and scholarships (to be tied into the priorities), an endowed Chair and a list of scholarship requirements
- 2) **Ways to Give:** Online and through recurring gifts, by mail, through planned gifts, and through more complicated means, such as stock, staff/faculty giving and wire transfer
- 3) **Featured Gift Opportunities:** Broader appeal projects that will switch out every other month with links to landing pages, such as Humboldt Loyalty Partners, Paselk Endowment, Green Challenge, Planned Gifts, etc.
- 4) **Giving Stories:** Feature one to two stories that currently go out in our alumni newsletter and maintain a backlog of stories, as would be found on a blog
- 5) **Contact Us:** Link to Advancement Foundation, with contact information and photos for the Philanthropy staff

As an example, Featured Giving would be a long-term place to house a page such as Food for Thought, which currently has its own site and some programming, but no place to reside on any long-term space. The site will be a tool to aid our philanthropy work, providing a spot to refer donors to clarify what we have been doing.

The Philanthropy team is working on more integrated multi-channel approaches for marketing and communicating regarding philanthropy, such as direct mail e-communications, videos, Facebook, and other media outlets. Our typical donors are mid-level right now, as opposed to major donors, and they may want to join together to fund a project. The goal is to allow people

to connect in many different ways with HSU philanthropically. We are starting to build a queue for directed content. The idea is to have content and offers ready to be used by integrating that information across many channels.

Laura suggested that videos be made and incorporated, including use of simple approaches such as cell phone-generated video clips. Having an unpolished video can often be very touching and motivating to potential donors, in addition to keeping the costs down. She encouraged staff to focus on simplicity in developing its web content and strategies.

David was concerned there may be too many avenues or options, which could be confusing to potential donors. Travis agreed that working with more than 40 departments, 11 athletic teams and more than 150 clubs is a challenge. We are a large, complex organization, however, the website structure will focus on priorities and limited options, with the potential for donors to explore more options via links, etc. From the Foundation's perspective, David thought any type of long-term goal should be listed first, proceeding from there.

The Philanthropy team hopes to have a prototype for the next meeting, with a soft launch, to get feedback from the Committee and from other Board members. It will also be important to examine how we drive people to the site. We are aiming to raise the bar for fundraising across the campus. We will also have the ability to keep an eye on the statistics, e.g., how long people are on the site, where they landed, what is their next search.

The Committee agreed to give feedback when there is something to look at. It was mentioned that collateral materials will also be needed to take on the road.

5. Aligning the Committee's Name: HSUAF Philanthropy Committee

Kimberley noted that in their recent phone conversation she mentioned to Chair Judy Dvorak the potential of a committee name change to align with the transition from Development to Philanthropy in our approach to donors and the naming of our office. Judy thought the name should be changed to Philanthropy Committee, from Development Committee. Laura thinks it is a clearer statement of the mission, and David agreed. There will be an Executive Committee meeting in August; Craig will put it on the agenda.

6. Go Green Fund: Status and Next Steps

Two emails were sent out to donors to test responses to the Go Green Fund. The Go Green Fund (formerly called the Sustainability Fund) is part of the Board's three green-related philanthropy options and a basic webpage was implemented shortly after the March Board meeting to begin raising awareness of the initiatives:

- 1) Gold for Green Endowment, a permanent unrestricted endowment fund. For each \$500,000 raised, the Board has committed to increase by 10% the portion of the endowment that is invested in socially and environmentally responsible alternatives. This fund would appeal to donors who wish to direct their contributions to leverage socially and environmentally responsible investment in the endowment portfolio.

- 2) Green Investment Option, an investment option for new contributions to the permanent endowment. The funds would be invested entirely in a socially and environmentally responsible portfolio, which would appeal to donors wishing to have their endowment contributions invested in ways that consider both social and financial returns.
- 3) Sustainability Fund—(now called the Go Green Fund) a current fund for restricted uses. This fund would be used for programs and campus improvements that enhance the energy efficiency and social responsibility of the campus via direct student involvement in projects. It could be employed on a revolving basis with efficiency savings repaid to the Sustainability Fund. This would appeal to donors who wish to make a current impact on the University and encourage greater socially and environmentally responsible activities.

David thought there would be a bigger push for the Go Green Fund with a big launch, but that doesn't seem to be happening. He wanted to know if we had changed direction.

Kimberley noted there is a critical planning process that needs to happen before charging forward. From a functional standpoint, we still have to determine whether or not this will be a revolving fund and if so, how to achieve that. The Finance Committee will be exploring the mechanics for a revolving loan component. From a strategy standpoint, any campaign we launch must be successful if we are to raise the bar for philanthropy at HSU. The Go Green Fund campaign would be a key mini-campaign to help us gain needed campaign experience. Thus a true campaign plan needs to be developed with a doable financial goal, based on identified and viable donor prospects, some feasibility testing before committing to a campaign, a timeline, and a clear understanding of how the campaign would fit with other fund-raising priorities at HSU. If the decision is to move forward with a campaign, initially there would be a quiet phase when larger gifts and grants are being sought before a broad-based, high-visibility phase is started. Judy mentioned in her last phone conversation she thought the local business community might have some interest. Kimberley thinks it is possible to broaden our reach beyond our current alumni base over the next couple of years. She thought it might appeal to people who had no direct relationship with HSU, but would be interested in contributing because the concept resonates with their values. Ultimately, this comes back to our website and what we are going to feature. David hoped the Go Green Fund would have more prominence.

Craig said he believes the concept can succeed because this type of revolving fund is springing up all over the country. The Board is in a unique position to set a benchmark, as we are receiving considerable visibility with our Green Investment Pledge efforts.

The Committee discussed possibilities for the next philanthropic project. Kimberley wants to make sure any campaign will be intentional and have good support so it can reach its fund-raising and donor-engagement goals. David wants to use the Go Green Fund campaign as the Committee's and the Boards next philanthropic vehicle for supporting the campus. He and Laura both agreed they would be fully behind it. They want to present it to the Board at their October 9 meeting.

All agreed that this initiative ties in with the work that the Board has been doing with the Green Investment Pledge, and is representative of the University's mission and philanthropic priorities. Kimberley sees a potential Go Green Fund campaign developing as a partnership among the Philanthropy team, the Committee and the Board, and the campus. It was agreed we would set a Committee meeting for late August or September and have a draft campaign concept and plan for the Committee to discuss, with the goal of taking the concept and plan to the full board in the fall.

7. Other Business

Craig wanted to recognize that a task force under Travis' leadership, jointly with a colleague in Financial Services, is rolling out the first phase of a fundraising toolkit for the campus. This collaborative process has unified diverse departments and stakeholders, and exemplifies the great strides that the Philanthropy team is making to create a cooperative culture of philanthropy on campus

The meeting was adjourned at 3:34 p.m.