



**MINUTES
OF THE
PHILANTHROPY COMMITTEE MEETING**

**August 17, 2016
2:30 P.M**

**Humboldt State University
Nelson Hall West 213**

Present:

Laura Fisher (via phone)
David Kalb (via phone)
Heather Bernikoff (via phone)
Craig Wruck

Absent:

Emily McBride
Gary Rynearson

Guests:

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| Kimberley Pittman-Schulz | Lola Alto | Steve Bagley |
| Maria Forrest | Madeline Howard | Charles Mayfield |
| Travis William | Aaron Wythe | |

The Advancement Foundation Philanthropy Committee meeting was held on Wednesday, August 17, 2016, at 2:30 P.M. at Humboldt State University Conference Room NHW 213.

1. Call to order

The meeting was called to order at 2:31 P.M. by Chair Laura Fisher.

2. Visitor comments

There were no visitor comments.

3. Approval of the Minutes from the May 10, 2016 meeting

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

RESOLVED, that the Minutes of the May 10, 2016 meeting were approved.

4. Go Green Fund

The Committee reviewed the Go Green Fund Board Campaign report. This report reflected the current status of gifts made which met the criteria to be eligible for Board Member Steve Brown's match. The criteria for gifts to be eligible include gifts to the Go Green Fund of \$500 or more and made before December 31, 2016. The first page of the report reflected gifts of \$500 or more made and/or pledged between the June 3, 2016 Board of Directors Meeting and August 12, 2016. The second page reflected a complete list of all gifts given to the Go Green Fund.

The Committee reviewed the amounts and names and thanked attendees present for their contributions. Executive Director Craig Wruck noted that he had asked HSU campus leadership to consider contributing to this campaign. He noted that he will ask Vice Presidents not currently on the list to consider making a contribution before the December 31 match deadline. Executive Director of HSU Philanthropy Kimberley Pittman-Schulz noted that the Board was halfway to the match amount. Philanthropy Committee Chair Laura Fisher noted that she would call all HSUAF Board members whose names were not on the list and encourage them to demonstrate leadership by contributing to the Go Green Fund. Committee members suggested contributing on behalf of our student representative as the \$500 is difficult for a student.

Pittman-Schulz reviewed the list of prospective donors and reminded the Committee that the list is for cultivation and discovery of donor interest. Many of the people on the list have received HSUAF Board thank you notes but further outreach was suggested. Pittman-Schulz suggested that the HSU Philanthropy Advisors team up with the Committee members to work on building these relationships. It was suggested that a Philanthropy Committee Member visit past Board Member Judy Dvorak. Pittman-Schulz volunteered to accompany them during this visit. Fisher mentioned a November Sustainability Conference in San Francisco and it was decided to table this discussion until next meeting. Pittman-Schulz noted that the Go Green Revolving Fund may benefit from this type of outreach when the campaign reaches that point. Currently the mechanics for the Revolving portion of the fund are not in place. There will be discussion on this in the future.

5. Planning for October 7, 2016 Board Meeting

Committee members discussed what they would like to present at the upcoming October 7, 2016 Board of Directors Meeting. It was decided that the Committee would report on Board participation in the Thank You Call/Note Project and stress to those who may not have completed their outreach to do so. The Committee would like for the next round of calls/cards to begin in January or February 2017. By making the calls early in the next year they could include people who donated at the end of the calendar year. It would be emphasized that if anyone was uncomfortable participating in this project that they would not be given further lists and the names would be distributed to other Board Members. The goal would be to do this thank you outreach twice per year.

The Committee requested that staff provide a report on Board Member participation, total number of donors thanked and examples of the comments received back. Maria Forrest, Philanthropy Advisor, thanked the Committee members present for thanking donors. She noted that saying thank you is the easiest thing to do and the importance of Board Members thanking donors was even more impressive to donors. Fisher noted that having the HSU thank you cards/envelopes available was helpful. The Committee was impressed by Steve Brown and David Kalb's willingness to reach out with a personal touch. Steve had invited several people on

his list to dinner. Pittman-Schulz reminded the Committee that it is not about funds at this point. It is about the people and making the connection with them. Making people feel appreciated is an important part of Philanthropy.

After reviewing the FY16 Fund-Raising Results the Committee requested that staff prepare report on Phone Jack and Philanthropy Advisor contacts. They also would like staff to address Planned Giving efforts and bequests.

The Committee will update the full Board on the Go Green Fund and anticipate reporting 100% participation from the Board. Bernikoff suggested that the Board be encouraged to push out good news about HSU on social media.

6. Review of FY 16 Fund-Raising Results

Pittman-Schulz presented the Review of FY 16 Fund-raising. The HSU goal was 6 million dollars which was exceeded by reaching 6.1 million dollars. She noted that we need to continue to work with the Board and the campus community to develop a Philanthropic Community. The industry trend continues to be fewer donors giving at a higher rate. It was noted that there has been a generational shift and new donors are testing to see that their intent is being followed. HSU is developing a strategy that is behavioral based fundraising supported by storytelling, compelling opportunities to give and the mass solicitations are more customized than in the past. HSU must build its base and work with donors to move up to mid-level gifts and enable them to make true transitional gifts. She emphasized the importance of mini campaigns, such as the Go Green, utilizing notes from the Student Phone Jacks to connect with donor. Outreach such as Steve Brown's match challenge and David Kalb's letter are important in discovering donor interest.

Pittman-Schulz reported that HSU is capturing important discovery data from notes made by the Phone Jacks during their conversations with over 4000 Alumni. The HSU Philanthropy Advisors have made over 2200 donor contacts. The Committee suggested that staff include a summary of these contacts to share with the full Board in October. Pittman-Schulz noted that the University has had three Deans retire recently. The new Deans will be engaged to build Philanthropy in/for their colleges.

The Committee began a discussion about bequests and Planned Giving. Craig Wruck noted that bequests are not counted in this report. Staff will prepare detailed information for upcoming Committee Meeting on this topic to further this discussion.

7. Other Business

The Committee agreed that Doodle Polls for Sept., Nov. and Dec. 2016 meeting dates were needed.

The meeting was adjourned at 4:06 PM.

