



**MINUTES  
OF THE  
PHILANTHROPY COMMITTEE MEETING**

**November 30, 2016  
2:30 P.M**

**Humboldt State University  
Nelson Hall West 213**

**Present:**

Laura Fisher (via ZOOM)  
David Kalb (via ZOOM)  
Craig Wruck

**Absent:**

Gary Rynearson  
Heather Bernikoff  
Emily McBride

**Guests:**

Kimberley Pittman-Schulz	Lola Alto	Steve Bagley
Maria Forrest	Travis Williams	

The Advancement Foundation Philanthropy Committee meeting was held on Wednesday, November 30, 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 2:32 P.M. by Chair Laura Fisher.

2. Visitor comments

There were no visitor comments.

3. Approval of the Minutes from the September 23, 2016 meeting

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

RESOLVED, that the Minutes of the September 23, 2016 meeting were approved.

4. Go Green Fund

The Committee reviewed the Go Green Fund Board Campaign report including contributions eligible for Board Member Steve Brown's challenge match. In order to be eligible for the match gifts to the Go Green Fund of \$500 or more must be made before December 31, 2016. To date there has been \$28,202.63 raised for the Go Green Fund, \$12,802.63 which is eligible for the Brown match.

Travis Williams, Annual Giving Director, reported that one online gift for the Go Green Fund had been received on "Giving Tuesday" (November 27, 2016). Kimberley Pittman-Schulz reported that Philanthropic Advisors would be talking to donors in their portfolios, in cooperation with the Board's efforts, to achieve the Brown Match Challenge. The Committee noted that typically Board campaigns usually reach the one-half to two-thirds mark during the quiet phase before going into the public phase. It was decided to table discussion on next steps until the December 20, 2016 meeting. The Committee reviewed the Gift Summary Report. Pittman-Schulz highlighted the increase in Alumni giving due to a bequest from an alumna.

Discussion continued with the importance of pursuing a strong Planned Giving Program. Pittman-Schulz shared that there were recent marketing efforts on the Charitable IRA Rollover Gift approach, and we have one such major gift in process. Wruck noted the tax benefits of Charitable IRA Rollover gifts for donors who have reached 70 ½ years of age and are required to take mandatory distributions. Pittman-Schulz reported that HSU's Planned Giving marketing has resulted in three Gift Annuities from volunteer leaders involved with the OLLI Program

Pittman-Schulz noted that the philanthropic goal set for the current fiscal year is \$6.5 million. Williams reported that plans for year-end communication, donor outreach, and solicitation are being finalized. Segmented emails are focused on donors' previous behaviors and help us determine their philanthropic passions and interests. This behavior-based marketing approach is intended to engage donors emotionally, encourage gifts now and over time, and help upgrade current donors while reactivating lapsed donors. Fisher reported that she had viewed the recent Thank You video, which was emailed to donors. Williams reported positive feedback and was encouraged by the low cost of producing these impactful messages created by students.

##### 5. Review of NextGen Climate Teleconference

Committee members reviewed the teleconference meeting with staff from Next Gen Climate held on November 21, 2016. The Committee felt positive about the conversation and appreciated that attendees were engaged, well organized and contributed to the discussion. It was thought that the ZOOM technology had been beneficial for this meeting in peculiar. Jason Ramos, HSUAF Finance Chair, had joined the group and added perspective from the Blue Lake Rancheria, named Climate Action Champions by the Obama Administration, and their collaborative efforts around sustainability with the Schatz Energy Research Center. Additionally Board member Gary Rynearson was able to respond to interests around forestry and carbon sequestration. Fisher sent a thank-you message following the meeting, and Pittman-Schulz shared that SERC leadership has indicated they are requesting a conversation to discuss their expansion plans. Pittman-Schulz will follow up further on key points from the discussion, and keep the Committee informed of further communications with NextGen contacts or the TomKat Charitable trust.

##### 6. Other Business

David Kalb noted that he'd like to reach out to other HSUAF Board Members and encourage them to engage with use of social media (Facebook) to encourage donations to the Go Green Fund especially at this time of year and in an effort to maximize the Brown Match Challenge.

Pittman-Schulz reported that other opportunities to engage HSU and the community-at-large have been successful. The HSU Cares (employee giving program), campus community classes offered through the Library and organized to teach about philanthropy, and the recent major donor reception for author Andrea Wulf have all been well-received.

The meeting was adjourned at 3:28 PM

The next meeting will be Tues., Dec. 20, 2016 at 3:00 PM.