



**MINUTES
OF THE
PHILANTHROPY COMMITTEE MEETING**

**May 10, 2016
2:00 P.M
2830 Emerald Bay Drive, Davis, CA
&
Humboldt State University
Nelson Hall West 213**

Present:

Laura Fisher (on phone)
David Kalb (on phone)
Emily McBride
Gary Rynearson (on phone)
Heather Bernikoff (on phone)

Guests:

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

The Advancement Foundation Philanthropy Committee meeting was held on Tuesday, May 10, 2015, at 2:00 P.M. at the home of Laura Fisher in Davis, CA and at Humboldt State University NHW 213.

1. Call to order

The meeting was called to order at 2:06 P.M.

2. Visitor comments

There were no visitor comments.

3. Approval of the Minutes from the April 05, 2016 meeting

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

RESOLVED, that the Minutes of the April 05, 2016 meeting were approved.

4. Go Green Potential Donor List

The Committee reviewed the Go Green Potential Donor list. It was emphasized that the first step is for members of the Committee and potentially other Board members to select a few individuals for outreach. The goal is to engage and discover each donor's potential interest in the Go Green Campaign-or other HSU programs-and if appropriate to work with potential donors to secure the type of gifts and pledges needed during the silent phase of the campaign.

Committee members agreed to review the list and let Kimberley know which prospective donors they would like to connect. David Kalb then suggested that he would prefer to reach out to HSU contacts with whom he has some current or past connections. He is drafting a letter to request a meeting or call with 10 such individuals, and will ask Kimberley to review his draft for suggestions. He will share his process with other board members at the upcoming board meeting and encourage all board members to do outreach to 5-10 HSU connections who may have interest in the Go Green Fund.

The committee then discussed re-establishing a Board thank-you process, which could include both phone calls and thank you notes. A brief discussion will be planned for the full board, and staff will prepare a list of about 10 donor names for each board member to contact and thank. HSU notecards will also be provided for board members to use in the process.

Committee Chair Laura Fisher noted that the Committee should also look into businesses which may have resources to match or grant funds to support the mission of the Go Green Campaign. Laura asked if staff could assist her with identifying donors and businesses in her regional area. Michal Mugrage, Research and Relationship Coordinator, offered to support Laura to acquire this information. Laura and Michal will continue this discussion.

5. Way Forward

The Committee discussed strategies to move the Go Green Campaign forward. It was suggested that the full Board should be engaged in the focus of the Go Green Campaign. The Board should be given tools and techniques for successful engagement. Kimberley agreed to provide a brief educational session for the board meeting regarding best practices in donor outreach and stewardship, and Emily McBride, Student member of the HSUAF Board, will share her approach to donor engagement as a Phone Jack. Emily also showed the casemaker blog (<http://casemaker.blogspot.com>) to the Committee, and agreed to do the same at the full Board of Directors Meeting on June 3, 2016. This tool is utilized by the Phone Jacks as a resource on HSU accomplishments and activities while engaging Alumni donors on the phone. The Committee felt it could be a useful tool for board members and volunteers as well. Emily was also asked to review the HSU Giving pages at the meeting so that the full board would know how best to navigate the site.

6. Donor Strategy Document

The Committee noted that they had been working on additional drafts of the Donor Strategy Document. They will forward their latest version to staff. They would like for this document to be presented to the full Board of Directors at the June 3, 2016 Meeting.

7. Other Business

The Committee discussed using Doodle Polls to plan upcoming Committee Meetings. This would allow for each member to review their own schedules and reduce conflicts in scheduling. It would allow for members to attend more meetings either in person or via telephone.

The meeting was adjourned at 3:16 PM.

The next scheduled meeting is TBA.