

Development Committee Meeting Minutes
2/21/24 - 3:00-4:30 pm via Zoom

Attendance: Diane Harding, Joan Gossett, Gordon Aoyagi, Whitney Bosel, Ken Curtis, Maureen Murphy, Jackie Wah, Winston Welch

Minutes of February 21, 2024 presented. Approved with no changes.

• **Public Outreach**

Workshops: Maureen has documentation from grants received from Kaulunani many years ago to fund workshops. Will use to request funds again for Kauai Branch. Offered to do in-person workshops for TOC and branches.

East Hawaii Branch gathering groups that plant trees on Hawaii Island. Will ask if they want to bring Maureen over to do a workshop for them and master gardeners. TOC will send questionnaire to members asking which workshops they would be interested in. Kauai Branch will be sending out questionnaires on trainings and project on Kauai. She will send copy of their mailing and responses received so TOC can use as template.

• **New Donor Appeal**

Jackie got TOC stickers and magnets made. Will include one of them in the mailing.

Letter still seems long. Discussion on reorganizing and shortening letter and second page.

Mailing List

Ken compiled list in Excel from Instruml.com website. For foundations & grants, site is ideal as it has all information needed (name, address, tax filings, all gifts in detail, who they give money to, contact person) - gives sense if they would be prospective donor to TOC. Lists Board of Directors and their investment advisors' name who would be contact person for that prospective donor. Suggest all board members go onto site and do research on potential donors for mailing.

Site not free, can get partial access. Full access cost: \$179 / month for organizations getting started. \$499 / month for Pro Plan for streamlined grant management. 14 days free. May want to subscribe for a just a few months to gather information.

Book of Lists has listing of realtors. Get Mimi's recommendations on realtors to target.

Ken sent Excel file to the entire BOD in December that listed all foundations in Hawai'i. He will send the latest version to meeting group. From list, decide which foundations make the most sense for this targeted approach, just those who have similar interests to TOC.

Everyone should go through the Excel list and make comments on prospective donors. Note if we should target or not, mention if you have connection to them. Highlight any changes or comments clearly so Ken can transfer to master list.

Meet again Wed. March 6, 2024 at 3:00 pm to go over list that Ken compiles from the lists returned to him.

Donation Card

Leave donation amounts off and let donor decide on amount. Raise goal to one million with no deadline on when we expect to raise that amount.

Need to be prepared to say how we plan to use the money as it is implied, if we state a goal, that we have a plan for the money:

The money will be used to further advance and continue our important work and legacy. Your donation is in good hands, The Outdoor Circle has received the coveted Platinum Seal of Transparency from GuideStar.

Only 5% of charities get a seal from GuideStar. Only 15% of charities get Platinum. Gold is next level down. Most get Silver level.

- **New Business**

Hold event to honor and recognize Lifetime Members (we have 165) at Manoa Heritage Center. Maybe include those who have donated over a certain threshold or have been very active in the last year. Not sure how we would handle members from neighbor islands as we could not cover all travel costs.

Have table for donations and information about making a bequest - this will be a passive ask, not the main reason for the event.

Hold separate event with Kathleen giving a talk and info session about bequests and how to them up. Could be done on Zoom.

Submitted by Jackie Wah