

Development Committee Meeting Minutes
4/17/24 - 3:00-4:30 pm via Zoom

Attendance: Diane Harding, Joan Gossett, Whitney Bosel, Ken Curtis, Jackie Wah

Minutes of February 21, 2024 presented. Approved with this clarification under “Donation Card”: 5% of all IRS registered nonprofits have GuideStar seal, with 15% of those registered with GuideStar receive Platinum status.

• **New Donor Appeal**

Went over latest version of mailing. Letter: make text box with “Make Pledge to Hawai‘i’s future” bolder or darker. Mailing list has 110 names in total - have 44 completed addresses. Need to decide how many more we want to add. Aim for May 2024 mailing. Each letter can be tailored so can add personal note from board member if they know the contact person, organization or business.

GuideStar has addresses so will check out to see if they will provide contact names and addresses we need. Book of Lists, from Pacific Business News, also has contact names and address - available online.

Donation card specific to this campaign - decide on donation amounts on NFG (if someone makes donation online). Use these amounts: \$2,500, \$5,000, \$10,000, \$25,000, \$50,000, \$100,000. Change font at top to be more readable in bold: “Yes! I want to support TOC...”

TOC website home page will have button that links to specific “Keep Hawaii Beautiful” web page that explains what campaign is about. Will have buttons on that page linking to NFG donation page and donation card to download to donate by mail.

• **New Business**

AmeriCore VISTA Intern Program - provides interns from across the U.S. to nonprofits. They commit for one year. Diane spoke with Claire Connors, from Hawaii Green Growth (HGG), who will help us get connected. HGG has two interns now and one prior who has become full-time employee. Can get involved in different areas like PR, help with legislative issues, etc. All branches looking for influx of new members, especially younger members so this may be good for them as well. Will discuss further at board meeting.

Submitted by Jackie Wah