

**Development Committee Meeting Minutes**  
**6/19/24 - 3:00-4:30 pm via Zoom**

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

Minutes of April 17, 2024 accepted, no revisions.

No meeting in August, next meeting October. Melanie Kosaka incoming Development Committee Chair. Will take over leading meetings. Role of committee is to fundraise.

• **New Donor Appeal**

Mailing ready to go. Mailing list needs to be finalized. Will go to around 65 entities. Will send out even though Melanie coming in at start of new board term.

Prepare follow-up response after mailing goes out. Everyone needs to take responsibility to follow-up with people. Each board member assigned a certain number of prospective donors on list.

Diane & Ken worked on Fund Usage Guidelines (in board packet) to give answers to anticipated questions.

Explain to grantor how we plan to use the money to make it easier for them to recommend donation to their foundation and get it approved. From questions they ask, will learn more about the prospective donor.

Points to keep in mind:

- Campaign is to raise funds for TOC expenses, not for specific programs.
- Donations made for tree planting are restricted grants cannot be spent on other expenses.
- Three areas money will be spent: Operational Expenses, Program Services, Professional Practitioner Expenses. Change "Operational Expenses" to "Operational Expenses & Advocacy"
- What staff and main office do require funding. Without staff would not have been able to respond to billboard issue at Aloha Stadium, trees along rail line, etc. Branches do not deal with these things, statewide office does. Staff is also spokesperson in media.
- Will enable us to continue our program work.

Follow-up calls:

- Calling on behalf of TOC.
- Find out whether they received our fundraising campaign mailing.
- Determine right person to speak to. Who is in charge of their gift giving? How can we access their resources?
- Find personal touch if there is one. Pinpoint their interests to tailor talking points.
- We have identified your group as donor with potential interests in TOC. Feel TOC would be a good match for your organization.
- Explain what we do.
- Find out what questions they have.
- Find out grantor funding cycles.
- If they show interest, our job is to help them. Find out what their process to get approval for donations.
- Invite to our website.
- Offer a personal call from Executive Director or TOC President.

Have a bullet point list with talking points:

- What we are currently working on.
- List our various undertakings with specific things accomplished. Ex: how do we advocate for trees? Go through staff reports to list specifics for each sub-section.
- If asked, explain administrative costs. Have list of what staff does. Staff report good resource for this.

Winston offered to role play for anyone who wants to practice.

- Keep mindset that people want to help us.
- You will be dealing with friendly person.
- How is this person going to help me reach my goal?
- They are in the business of donating money.
- They look for appropriate partners.
- If they find good fit, just a matter of finding what their process is to help get to approval.
- They may also need to fill some internal metrics we do not know about.
- Want to invest in us because they like what we do.
- Offer to have someone speak at their meeting to let them know what TOC does.

Find out what other organizations grantor can connect us with who they feel might be potential grantors for TOC. Do board cultivation at same time. TOC always on look-out for potential new board members.

If we get grantor's email, can send Keep Hawai'i Beautiful PowerPoint. PP needs tweaking and updating. Very easy to understand what funding is for.

Green Advocacy Initiative put together in 2017. Sent to 5-6 people with 2-3 who made donations: McNaughton, Armstrong Foundation – they continue to donate every year to Christine Snyder Fund.

Broken into two parts:

- 1) This section is good to go: Who we are, what we do, why we are important.
- 2) This part could be edited: This is what we want to do, this is how we're going to do it, this is how much we are asking for.

"Response" column on spreadsheet. Person who contacts grantor, update column with date called and follow-up notes.

Come up with way to thank when donations come in. Recognition for donation (unless they prefer to be Anonymous):

- Be listed on our website
- Listed in our Annual Report
- They can list donation in THEIR Annual Report and other media
- Have discussed different levels of giving with title for each level. Will revisit if we get serious donations coming in.

### **Mailing**

Letter, 2<sup>nd</sup> page, donation card, return envelope, TOC sticker or magnet.

Website: Link on home page to dedicated Keep Hawai'i Beautiful Campaign page - will have all the information from mailing, link to online donation portal.

Final mailing list completed in 10 days. Maureen wants to add names and addresses for Kauai organizations – will send to Ken. Put Joan down for Russell Lau (Steve could also follow-up with him), Connie Lau (Punahou Foundation Trustee), Jeff Overton at G70.

Instrumentl.com - has name of person who runs foundation. May not be person who makes donor decisions.

Timing: Send mailing around July 5<sup>th</sup> so it is after fiscal year ending June 30<sup>th</sup> (for some organizations). Jackie will inform when mailing goes out. Follow-up contact should take place 3 weeks after.

- **Other Business**

Need content for Greenleaf together. Recycle articles from Annual Report.

Think about doing fundraising event. Discuss at next meeting.

Submitted by Jackie Wah