

Development Committee Meeting Minutes
10/18/23 - 3:00-4:30 pm via Zoom

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

Introduced Ken Curtis, Vice President of LKOC, joining Development Committee.

Minutes of June 21, 2023 presented. Accepted with following amendment: Brenda Lam and Whitney Bosel, Co-Chairs 2024 Manoa Outdoor Circle 1,000 Tree Giveaway. Jerry Lam, Advisor.

Development Committee main role: fundraise and ideas for outreach programs for TOC.

Received \$10K unrestricted donation online immediately following August general membership meeting. Donor arrived late, no one met them. Affiliated with LKOC but not active. Has not attended any other meetings. Last large out-of-blue donation from attendee of 2016 TOC concert event. Left bequest several years later, had no other dealings with TOC other than concert.

• **New Donor Appeal**

Final will be 2 doubled-sided pages with proposed changes:

Page 1 - Letter

Page 2 - Exchange with text Page 3, will be the ask.

Page 3 - Exchange with text Page 2, with heading: Why you should support TOC or Why your support matters.

Page 4 - Chronological history (some dates need correcting)

Donation card & return envelope

Have something separate from letter with information someone may keep even if they toss letter.

Name of Pledge Drive: Keep Hawaii Beautiful - keep general, no year.

Add QR code. Make presentation beautiful - to match what we do. Be impactful and timely.

Make bold summary comment on each page. 1-2 lines, reader decides if they want to read more.

Move "please consider investment in Hawaii's future" - make 2nd paragraph on 1st page. Be more affirmative: Make a pledge to Hawaii's future with a donation to TOC's Annual Keep Hawaii Beautiful Pledge Drive.

Does it give greater incentive to label levels of giving? Name that means something to the giver.

Something motivational, conveys small donations as important as big donations.

Ex: sapling, seedling, sprout, canopy, crown, forest, grove OR types of trees: Kamani, Koa, etc.

Levels discussed at past Development Committee Meeting: Green Circle, Inner Circle, Legacy Circle.

We have levels in our database: Supporter, Benefactor - only internal use.

Donation card - What should amounts be? Always ask for more. Tailor donation card to different groups.

Businesses have higher levels, or do not include amount, let them fill it in - this for foundations and larger companies. An amount may limit their thinking. They may give \$10K but if donation card top amount is \$5K, that's all they may give. Instead clearly state goal -- we want to raise \$350K or \$500K for campaign. Let them determine amount. No organization or business would donate entire \$500K, would not want to be seen as the only sponsor. Would provide max 20-25%.

Public info available on Instrumentl.com - how much money companies give and tax filings show who they give to. Example: Ex. 1,278 foundations, 94 give \$1MM or more every year. Some giving \$25MM a year - NOT our target market. Our target groups open to giving \$100-\$150K.

If already donating in Hawaii at that level to groups with similar interests, better chance they would donate to TOC. Target groups according to their giving record. Higher chance of success over reaching out to people we know nothing about who know nothing about us. Tax filings gives name of responsible person. Could be Treasurer, President, CFO. Or send to person in charge of public relations or community outreach.

Do another donation card with lower amounts for smaller businesses. \$500 top level? Mailing geared towards like-minded organizations and businesses that have benefited from TOC's work. Target tour groups, hotel industry - businesses that depend on keeping Hawaii beautiful. Let them know TOC has been working towards that for so many years doing tree plantings, etc. Send appeal to go out before quarterly taxes due, get a tax deduction. Doing mass mailing for small business would be okay. LKOC sent out 150 appeal letters. Got 20 responses. Low cost to do.

TOC database contains people who have donated in the past, no info on donors to target. TOC is oldest environmental organization in state of Hawaii without national funding.

- **Year-End Donor Appeal**

Will be sent to arrive very early December. We always send a different letter. Jackie will send last year's letter for BOD input.

- **Public Outreach**

Greenleaf - Fall 2023 sent to everyone (except those who already received same newsletter in the Spring, those with no email addresses).

Arbor Day Events - Tree giveaways planned for November: 11/04/23 - East Hawaii, LKOC, Kauai. 11/11/23 - Waikoloa, Waimea. Arbor Day Foundation funded East Hawaii, Waikoloa, Waimea. LKOC purchased trees, nurtured by women at Women's Community Correctional Center, partnering with SmartTrees Pacific. Kauai partnering with Kauai Landscape Industry Council.

Green Reuse Project - Like recycling places except for plants. Someone has plants/trees they are digging up or getting rid of, connecting with others in community who would like them. Manoa branch will discuss and then bring to TOC BOD. Looking at existing apps that could self-maintain (Green Thumb, NextDoor). Set-up Beta test with Manoa branch and LKOC first. Start small, be successful, then expand to other branches. Need to be aware of spreading invasive pests like fire ants, rhinoceros beetles, coqui frogs. If someone got anything that transferred invasive pests to their yard, could they sue TOC? Would need ironclad disclaimer as protection. Person taking vegetation at own risk. This would be big issue on Hawaii Island. Even at tree giveaway, had to put down plastic to protect the trees from Plant It Hawaii (nursery where all trees came from) before they were given away so this would be a big concern if implemented to all branches.

Service Day at Bellows Air Force Base - Jackie set-up half-day service project with for group of volunteers. Learned what Bellows is doing to restore dunes and wetlands. Volunteers removed invasive plants from both areas and planted natives. Have offered to set-up for LKOC or other branches if interested.

Workshops or Other Events - Survey results showed people requested experiential events. Try to set-up one or two every year.

Myles wants to do Exceptional Tree workshops. Did one at Foster Botanical Garden in September. After his slide presentation, attendees toured some of the ETs in the garden. May be possible for TOC to hold own ET presentation there with tour afterwards.

Other botanical gardens already set-up to do tours. Tap into what they offer. LKOC did excellent docent-led tour of Koko Crater. Already have many walks available online that Myles did with Google Trekker. Many gardens included there where person can move along at own pace.

Maureen has offered to do workshops, will come up with list of possible offerings. If on Zoom, anyone could attend.

Political Action - Get people organized so Winston is not only person showing up at legislature. Would present a face when situations come up so county, council members and reps see we are not just one person here, one person there. Bring up at next BOD meeting: regroup TOC Public Affairs Committee which used to be very important and active. Without committee, hard to keep people involved.

Brochures - Volcano Community Association gives brochure to new home buyers and real estate agents - how to live in harmony with rain forest. Come up with TOC brochure for realtors, hotels. Suggest new home buyers plant trees. Could tailor to different communities. Let realtors know TOC exists.

- **New Business** - Winston got \$100K grant from City & County. Can be used for operations, no restrictions!

Submitted by Jackie Wah