

Development Committee Meeting Minutes

4/14/21 - 3:30-5:30 pm via Zoom

Attendance: Gordon Aoyagi, Mimi Bornhorst Gaddis, Joan Gossett, Diane Harding, Jackie Wah, Winston Welch, Kathy Whitmire, Scott Wilson

Minutes of February 10, 2021 meeting approved.

In 2015, anyone confirm if Marti set up the branches with legally official names, as there is nothing in by-laws. Diane will check on emails from time they worked on by-laws. Something Marti wanted instituted. Doubt it was done legally.

All websites for TOC and branches are now consolidated under Weebly, websites and domain names.

Have a number of mailings coming up. Need to space them out.

- Membership renewal mailing. Needs to go out early May. Memberships need to be current as of June 1st in order to vote. Goes to expired members or those who will not be members on June 1st.

For memberships, people pay amount of their choosing, minimum being \$25. We send separate donation appeal asking for more. Maybe give bumper sticker with membership renewal to see if we get better response. Too late for this year, maybe next mailing.

Cannot change levels for membership. That would need to go through board so we need to keep \$25 as lowest option. For donations, Network for Good has suggested donations beginning with \$25. We can change that. Delete \$25, start with \$50. Can still donate \$25 but must type it in.

- Membership survey. Long time since we have done a survey. Will save a lot of time not having to tabulate data if we only send via email so information collected is already tabulated. Mail surveys will have to be tabulated manually.

Objective of survey: to find out what members value about TOC and their membership and their commitment. Why did you join or give to TOC? What prompted you? When did you join? What can we do differently?

Use to expand membership by finding out what motivates people to ask their family or friends to join. Also increase membership and participation. To increase giving, find out what members feel is important. Will know how to better message the next solicitation.

Email survey to those who have emails, snail mail to those we do not have emails for (we do not have email for 1/3 of our members).

- Greenleaf. Should always include something about planned giving. Kathy can write something up. Need informational article to support TOC as well as mailer on this subject.

More likely to read if received in the mail. Send black and white hardcopy version out to everyone. Put opt out of paper option on renewal form so members can decide if they want to continue to receive via snail mail.

North Shore sends printed newsletter once a year, rest of the time by email. LKOC sends printed newsletter to 204 members, 60-70 via email only for those who opt-out of receiving it by mail. Kinko's does printing. Color version uploaded online.

- Planned Giving Mailing. Finance Committee met. Kathleen Bryan has lot of background on planned giving. Has written a lot already. She recommends sending out letter/flyer with less options. TOC not ready to support a big program.

Easier things to ask: highlight idea of including either specific bequest in their will or percentage remainder bequest. Consider identifying TOC as beneficiary or contingent beneficiary on life insurance plan and retirement plans.

Add appreciated stock as a separate item. Good way to make larger contribution without paying capitol gains taxes. Less advantageous at the moment as people need to itemize deductions to qualify. During pandemic IRA distributions for 70-1/2 years old were not mandatory so hold off on that one. Anyone wanting to discuss any options in more detail refer person to someone on Finance Committee.

Send Planning Giving mailing instead of mid-year appeal (summer). Possibly include donation form to encourage sending a donation now. Change donation form, add "give my gift monthly." Send to members and donors who give who are not members.

Not good idea to send tailored planned giving letter to investment advisors and estate attorneys because of potential ethical issues.

- Annual Meeting Notice / Ballots for Board Election. Hale Koa not taking reservations through September. Consider meeting at outdoor venue: Moanalua Gardens, Wahiawa Botanical Garden, Queen Emma Summer Palace, Waimea Valley. Revisit at next meeting whether to hold in-person annual meeting. At Tier 4, max number of people is 25.

If Annual Meeting cancelled, only condition is that TOC receives completed ballots by end of August in order to install the board by September. Members must have 30 days notice before completed ballots return deadline so ballots are sent in July.

Timeline of Upcoming Mailings:

Membership Renewals – received by May 1st

Membership Survey - end of April

Greenleaf - early June

Planned giving – June or July

Annual Meeting / Ballot - July

Social Media Campaign. Tied in with Melanie's work. Winston will get update from Melanie. Latest progress. What has she been producing, what has she been recommending? She has

been waiting for info from branches. Wanted a calendar of events. Difficult as we are not even sure we will hold Annual Meeting.

Winston asked branches for events, news they would want highlighted. Did not get big response. Either due to Covid not doing a lot or just did not respond. Will send out again to leaders of each branch and board as we all have a branch connections. Diane sent something. LKOC started doing monthly Zoom tutorials. First one was Easter basket flower arrangements. Was well-received. Get info from North Shore about trees planted and plans to groom 100-year-old earpod tree in Waialua.

FYI: Garden Club of Honolulu put together talk with Ed Case on proposing a National Forest for Hawaii as there are none now. Surprised that turnout was so low.

Winston in touch with Diana, former Kona Outdoor Circle Education Director. Now lives on Oahu. Works with clients to determine appropriate plantings and best location. Teaches weekly online classes at Osher Lifelong Learning Institute on composting, vermiculture, soil composition, rooting, seedlings – very engaging. Could do series of presentations for TOC with money from education fund, needs to be discussed further.

In February Development Committee minutes, lists several points Melanie was going to do: press kit, graphic image, narrative of TOC. A lot of good ideas – collate and present to Melanie. Have her move ahead. She has enough experience to craft something without further input.

New Business. Work on Sustaining Membership Category, another form of planned giving. Someone agrees to automatic donations at chosen timeframe so regular gifts given to sustain the organization. As wording may be confusing move to call it sustaining donor and do special promotion. Majority of people who give never tell you ahead of time. One reason to constantly plant seeds which give people the idea.

Come up with a recognition system. Has to be a focused promotion - need to give it a name. Promotion might work with year-end appeal.

TOC used to have Inner Circle, donors who committed to donating a significant gift on an annual basis or who put TOC in their will. Sustaining members would get something back in return. Once we can hold events again we could promote something like this. Previously, we gave free access to any event although we did not have any events.

Currently we list donors who give \$500 or more in previous year in Annual Report. Only categorization is individual or corporate donors. All are called Exceptional Donors.

TOC has wood plaque with a tree on it. Corporations who donated got a leaf with their name on the tree until the tree was completed. Had discussed different tree levels for different donation levels.

Set donation goal higher in order to get bigger donors. Donors can be listed with these kinds of designations:

- “Inner Circle” donors could either give \$1,200, allowed to pay \$100 per month; contribute a significant amount; contribute out of the required minimum distribution with IRAs to reduce tax burden, or contribute significant amount of stock.
- “Green Circle” for those who donate now.
- “Legacy Circle” for those who include TOC in their will.

Only people who have actually donated should be acknowledged in Annual Report. Should not include anyone who had pledged something in their will as they have not yet given and no idea of the amount.

Get testimonials on why someone has included TOC in their Planning Giving. It is authentic having person’s picture and why they included TOC in their plans.

Punahou School publishes names and lists amounts of those committed to planned giving. Symphony does that as well.

Possibly place ad in Hawaii Planned Giving newsletter listing TOC as GuideStar Gold Seal Participant and welcome any inquiries.

Next Meeting: Wed. June 9, 2021 @ 3:30 pm

Submitted by Jackie Wah