

**Development Committee Meeting**  
**12/02/20 - 3:30-5:30 pm via Zoom**

Attendance: Denise Soderholm, Diane Harding, Gordon Aoyagi, Jackie Wah, Joan Gossett, Jonathan Sudler, Kathy Whitmire, Mimi Bornhorst Gaddis, Paula Ress, Scott Wilson, Winston Welch

**Year End Appeal**

Year-end appeal letter sent out end of November to 800 members and donors from TOC's database. Households combined into one letter. Letter will be followed up with several emails. Maybe add link to video with Myles talking about some of our projects; possibly tree planting at Windward Community College. Keep it short to encourage people to click on it.

Thank you notes for donations. Jackie is writing thank you notes for early donors. Will send packets to volunteers to help with thank you notes as we receive more donations.

Letter was not sent to government officials but should we consider that? Any legal ramifications? How would they feel about being solicited? TOC does advocacy and has Public Affairs Committee. We ask them to pay attention to our issues. As 501c3, not allowed to do political activities so soliciting politicians not a good idea.

Maybe send letter with the content without asking for money, ask to consider joining TOC? As public servants need reminding we are here and a power to be reckoned with. If they donated it would come from them personally. Sending to home addresses so it's a personal appeal? For impact, revise letter, talk about what we've done the past year, thank them for their interest and support. Leave off the donation appeal. Individual politicians support branches financially. Brazenly asking for money is a whole different thing.

Could send welcome letter to officials introducing TOC and our accomplishments, we look forward to working with you on areas of concern in your district. Do an educational outreach, administrations come and go but TOC is here to stay and they need to work with us.

**Review and Feedback of Melanie Kosaka's Proposal Outline for PR Outreach**

Report on Phase I sent to board members via email. Please return feedback, comments and suggestions to Winston.

Due to Covid, was not able to hold sessions in person so Phase I not complete yet. Initial assessment done with non-TOC members who were not aware of TOC who we would like to become members. What would draw them to become a member? Is it events? Webinars? Instagram content? Do Millennials (or younger) want to join? We do not quite know yet.

Have very preliminary results of what people are interested in. The target market, selected people 35 – 65 years old range. Participants were contacted through Melanie's lists. Results based on very small sampling 15 people. Will be expanded as 15 people is not adequate. Will build upon this idea. Will be other stages after this. Melanie says 1,500 would be an ideal survey.

Were people contacted through email, cell phones, texts, landlines? If it was landlines survey would be skewed to older demographic.

Sustainable Coastlines got only one mention in the survey. They have been all over the news. Younger people 30 to early 40s love that organization. Get 300 people to come out for beach clean-ups. That they were only mentioned once means survey sample not very representative.

Agreed the number surveyed insufficient. Need to broaden out in different ways. It may be on the internet, Instagram, or through marketing companies. This was cursory stab, please send feedback to Winston.

Do internal survey sent to TOC members since they are already committed to the organization. What do they think about what we do? What are they interested in? How could we do something better? Why do you love TOC? How do people get others to join? What do our members think and love about TOC? Some members of TOC don't really know or care about the projects, it's because they are do-gooder in society.

Also have people on our list who may not be members but are part of our community. Our community is much larger than our database. It's the reach we have. City councilors and mayors specifically name TOC in documents. When contacting county government, they take our calls, they know who TOC is. Our reach is greater than our numbers. Still need to increase our numbers though.

Pitch gift membership that member can give to someone else who would be interested in joining TOC.

Persuasion 101 - boost the people who already love you. If resources are limited, hit the people who already love you, make their love stronger. They are your advocates. If we go after people who have never heard about TOC it's wasting time, wasting money.

We still have work to do in Phase I but we jumped ahead to Phase II to take advantage of the pivot grant. Phase II is about media and outreach campaign.

Melanie connected in media world, one of her strengths. JAL one of her clients. Have discussed JAL being a TOC sponsor. We have walking maps of Waikiki, Kapiolani Park, Ala Moana Park. Translate them into Japanese. Have JAL develop it. Those connections will be valuable but she can also help with overall strategy.

If we decide we want to emphasize Instagram, newspaper articles, etc. that will help inform her but he needs input from us.

### **Planned Giving**

Update on planned giving seminars by attorneys, creation of flyer, tri-folds. Meet with estate planning attorneys to pitch TOC as something they might recommend to their clients for their planned giving. Try to tackle next year.

Diane received donation card with checkbox, "I am interested in a planned gift. Please contact me." Another card: "I am interested in a bequest. Please contact me." Punahou donation card: "Contact me. I'd like to put you in my will." That card also had the amounts of suggested donation (\$25, \$100, etc.) and instead of "Other" it said "Surprise Us." Add these ideas to our next donation card.

### **Giving Beyond Your Years Flyer**

Decision was not to include with year-end appeal letter. Set timeframe for mailing, possibly February or March before taxes. Could be simple mailing with tear-off to request more information. Or give specific information about webinars presented by attorneys with no obligation. Other groups give these webinars regularly. People may find it useful and non-threatening.

Planned giving not that simple even for those who are interested in being charitable. What are the ramifications, is this an accountant issue, a lawyer issue, an estate issue? Not as simple as contacting attorney. Do we need more infrastructure? There's charitable gift annuity, charitable trust, outright gift, cash value of insurance. Need to talk to the person about their interest so personal contact with the organization is important.

TOC used to have full-time Development Director. Since we no longer have that person we can work with Hawaii Community Foundation. "Give Beyond Your Years" is their program. They are experts so we can use them as a resource. Outsource to attorneys that we and HCF are comfortable with. We could ask HCF to put on a webinar for us where they present what they do and how they would handle these things for us.

The TOC planned giving flyer gives some of the options for people, let's them know these things exist, and directs to contact their financial advisor. We do not offer help. Just want them to consider it. Flyer also states we work with HCF on trusts. The text and rules were put together by HCF for us to use. Since we are not legal people these are the only things we can say.

There is a downloadable form that lists the options. Can be printed and taken to attorney or financial advisor for them to figure out. For those who do not have an attorney should we set-up webinars with attorneys to present the info? Have to be careful about giving any legal or accounting advice, practicing a profession without a license. Not even refer attorneys. If it goes south, TOC might be liable.

Can we take advantage of HCF's resources so if they present a webinar we can suggest people attend? Do not remember HCF doing that but could request it. Would make it easier for us. They would handle the complex part and would cut out middle person. Maybe HCF has a video link that we could use to present that info? Check with HCF on what resources they can offer. HANO may also have resources we could use.

Salvation Army ads clearly say free webinar on how to include organizations in planned giving, and that you will not be solicited. Welcomes people to call the presenters (attorneys or estate planners) but there is no obligation. Participants can also take info to their own attorneys.

Might be better that presenters give info on ways of giving but do in a way where TOC is not promoting any lawyers or their services.

Winston will contact Salvation Army and HCF to see what they have done and why did they go that route? Salvation Army has lawyers, why did they hire outside lawyers to give the presentation? What is their responsibility? Was it construed that you recommended these lawyers? Or did you do a disclaimer saying they were not representing your organization?

The head of UH Foundation Estate Planning gives 5-10 minute presentation to donors, people who have given to UH Foundation in the past, describing the various ways to give. Then encourages them to take info to discuss with their estate planner. Does not give specific advice.

Rather than sending this info to individuals, may be better to send to the attorneys that do that kind of work. Let them know we are here and available so they can recommend TOC to their clients. Get more people "selling" who we are. Get more people by word-of-mouth rather than sending it shotgun to the general public. People making bequests are going to go to their attorneys to set that up. Let's let the attorneys know we exist.

We have a flyer with the info, it's on TOC website. People can contact our office to discuss but we don't know what the next step would be if they actually did contact us. What would we tell them and how would we handle it? It's important we line up the resources we can tap into so we are prepared. Because we have never promoted this, important we get our ducks in a row before promoting it. No one has ever contacted us yet. Do we have any Google analytics on our website so we can find out if anyone has ever clicked on that particular page? We do have analytics? Will ask Myles to check them out.

Planned giving has slowly tapered down for TOC. In the past, large gifts have been the backbone of the organization.

### **Other possible presentation**

Webinar on how to invest in green options. Jackie attended 45-minute webinar on responsible ESG (environmental, social and corporate governance) investing. Would be content, about making investments greener, presenting seminar on it, not about giving to TOC. Maybe doing presentations as perk for Inner Circle Group?

### **TOC Merchandise**

Idea of TOC swag: cups, t-shirts. Do not have to manage sales. Can be outsourced entirely so all phases from production to shipping are handled. Purchases shipped directly to buyers. Could have a TOC store to get branded merchandise out. Maybe include a bumper sticker or window gel for people's cars when they renew.

Waimea put together a thank you package. Included custom printed packet of seeds rather than mug or plastic items that gets tossed out.

## **Denise: Social Media Outline**

FB (Facebook) is post oriented, more words, no photo involved. IG (Instagram) more photo oriented. Up to 10 photos. Short videos. Instant gratification. From IG page, follow other people, businesses, organizations, pages, or hashtags.

Example: #MyFavoriteTreeHawaii

Follow this hashtag, anyone who posts and tags hashtag, the post will appear in their feed. For very long feed, it may not appear. Popular posts based on algorithms, a popularity contest.

Goal: want followers on your page, want people to follow you. Either direct followers (ex: Denise following Mimi's page; Denise following TOC). Indirect followers: following a similar hashtag. If TOC posts something with a certain hashtag, indirect follower has ability to see post in their feed because hashtag is mentioned. Like having a mutual friend. Objective is for people to see our posts in their feeds. IG brings attention via paid advertisements which is on FB or through affiliations of direct and indirect followers.

That does not address how you get people to "like" your posts and what happens when people "like" your posts. That's in the recommended action plan.

First action item: link FB and Instagram. FB owns IG. Take advantage of mutual posts on two sites. Makes it easier to schedule posts on both. If done on one it will translate to the other with videos, posts, and photos, because they are owned together.

TOC FB link on TOC website, top right corner. Need to add IG link to website. Not a lot of posts on either platform.

Posts need to be frequent, relevant, engaging. More interaction with a post, the higher the algorithm rates it so it shows up higher on people's feeds.

Examples: If we post tree Buddha sat under on Maui, something that interests everybody, with multiple hashtags that gets attention. People interact, share it, or repost it. It would then appear higher and higher on people's feeds.

If we post a multiple day survey, posting one or two questions, as people interact with that will show up higher and higher on follower's feeds. Our follower may share it and it is seen by their followers. Everything posted only has the opportunity to be seen. Only seen if there is enough interest and interaction. A post not shared or seen does not show up on our follower's or other feeds - a pointless post. Posts need to be relevant and engaging to our topics of interest.

TOC's efforts in publicity and public outreach very splintered because we have statewide and many branches. Statewide does not do typical projects like branches. The public is unclear what the relationship is, unsure if TOC and the branches are the same organization or not.

There are two different IG pages: Statewide, LKOC. There are five different Outdoor Circle FB pages: North Shore, East Hawaii, LKOC, Waimea, Statewide. Each has varied followers. Could be that 2,722 TOC Statewide followers are included in the North Shore's 468 followers, or could be

none of them are. Because of multiple accounts, reach of Outdoor Circle gets diluted. Either we have to live with that or try to get common friends/followers on both FB and IG.

On IG do not have to mutually “friend” each other like FB. We follow them, they do not need to follow us. For organizations we have a common link to we should have a mutual following because we can garner followers from their active followers.

Ex: Sierra Club posts something on #MyFavoriteTreeHawaii. We post something and tag Sierra Club Hawaii. Their followers see post and gives opportunity to look at our feed and our posts. If they find TOC interesting they follow us, we get one more follower. That why posts need to be relevant and engaging.

A consolidated effort would be easier to manage. Maybe assign social media posting to a branch for a given period of time. A way to divvy up if effort is consolidated. Social media is free but is time consuming.

What does one do with followers? North Shore has someone who keeps their FB page up-to-date. Only have 60 active members but have 468 FB followers. Should get in touch with followers, get them to be members. How to make that jump to memberships and donations? That could be a post. Put on FB or IG a solicitation to become a member with link to website. Some will simply be followers not interested in joining. Still spreads the reach of TOC. The more we spread TOC’s mission, more potential for memberships and donations.

Could do post with a giveaway. Someone underwrites or donates a gift card, something with environmental theme. Example: Protea Zero Waste, environmental coop store in Kailua. Create campaign to win \$50 Protea Zero Waste gift card. Ask people to “like” the post and tag three friends in the like. They have incentive to possibly win \$50 gift card. We create hashtag with Protea Zero Waste. Their followers see post, more people have opportunity to see TOC’s post. See TOC is concerned with environment, doing a tree project, wants members, they may start following, learn about us.

Who is responsible for our social media posts? Kathleen Bryan. Posted something last year, original post of a tree, got over 50,000 independent views. Myles also posts for TOC and Greater Waikiki page. Waimea has not posted anything since 2017. East Hawaii had a post that brought in thousands of people to the tree giveaway with a simple boost. Manoa only has FB page, no website.

Needs to be some type of consolidated presence. Like the year-end appeal letter with all the various projects of TOC and the branches, without it being clear people won’t realize we all over - we did this project in Kailua, we did that on Big Island.

Would guess branch postings are near and dear to each branch so centralization may not be possible. Need to respect the individuality of the branches but find a way to present one face to social media of who we are because we are one organization.

Instead, could we “friend” everyone from North Shore and ask them to “friend” TOC and vice versa? Do that for with all branches. We could try that but their friend list would grow and ours

would not. Periodically it would have to be reconciled. North Shore would get a new friend. We don't know about new friend so we miss out on that new friend. Would be the same on IG. They have a new follower but we don't know about them or new follower does not know about TOC. Unless we used similar hashtags. Could get confusing because people may get confused with all the different Outdoor Circle feeds.

LKOC just got on FB because no one wanted to do it. Takes a lot of work to manage especially when people comment and monitoring them, deleting inappropriate comments.

When a branch posts something, could they include #theoutdoorcircle so it gets posted on TOC's page? Would that help? They could #theoutdoorcircle on FB but TOC would need to share that post. That would be a good idea. If branch included #theoutdoorcircle it will show up in both notifications. TOC would be tagged in the post so whoever manages the TOC site can share it so that would be a way. Conversely, when TOC posts and tags individual branches it shows up there and they could share it. A good workaround, would provide some consolidation, some similar posting, minimize the effort in making relevant, frequent posts. If we had 4-6 active pages we would not have to do it ourselves all the time. Tagging idea would make it easier.

Central office should promote branches and vice versa. TOC website has links to all the branch websites but not to their FB or IG. We could add those. Maybe branch pages could say, "We are a branch of TOC, a statewide organization which promotes x, y, z. Focus of branch is this community. Click here for more info."

Add to our internal survey: how do you communicate and get information? Are you on IG or FB? If yes, want to connect to TOC statewide or branches?

On TOC pages, should we list branches in the margin with links to FB / IG pages? Don't people generally go to post rather than home page on FB? If you want to find out more about who is posting but generally no.

All board members become followers of TOC FB. When TOC posts, we see it, share it and maybe our followers will share it. LKOC board members do not even follow LKOC FB. They don't know to do it. Do not have to be active on FB but can have an account, friend TOC, and share posts, without having to post anything yourself. At the very least, "like" TOC FB.

TOC used FB to post interviews with Honolulu Mayoral candidates.  
Mike McFarlane still owns Manoa FB page and has not given it up.

IG Campaign – how would we set that up? Do a test. Easiest ways to drum up interest is a giveaway. Denise will underwrite \$50 gift card for test that we track to see what's successful. Figure out the hashtags. At that time, bring in the millennials to guide us. Denise's children happy to take on as community service project. Maybe do tutorial with visuals, explain what hashtag is, how to share it, how it looks once its shared, so we can all can a grasp on it? Then do a test campaign.

Use #myfavoritetreehawaii – has only 2 posts so a good one to test. How many followers will that hashtag gain? We don't have a social media presence so good way to test things out. Will be able to see relevance and effectiveness right away. Rather than #myfavoritetreehawaii – use #myfavoritetreemanoa, #myfavoriatreelkoc – do that from the start. East Hawaii branch uses FB a lot. All branches have different personalities. Want real numbers for our area. A better picture of who is interested in them specifically. That will limit your reach. May get 2 views for a post. Make it too small and we are back to being disjointed and limiting our reach. Then go by island - #myfavoriatreeoahu, etc. Smithsonian uses hashtags like crazy specifically to track their interactions.

Create set of hashtags for each branch that is a block, copy and paste. Every time new post automatically paste block of hashtags to the post. Other branches will have a copy of what other branches / TOC is doing and vice versa. If all branches / TOC follow this procedure, everyone will get what all other branches / TOC are doing. Has to be coordinated and consistent. Do we have a set of hashtags now? Not yet but it's easy to do. Would need a list of branches with active FB accounts. Set-up hashtags for each branch – sent to them.

Need to link the FB / IG accounts. There is a setting in FB, because they bought IG, a button to click automatically starts an IG post with FB post. Believe TOC FB is already linked to IG as posts seem to mirror.

Look at analytics when we do IG post and how it fits in with several hashtags. What kind of info we can get that way? We can decide on hashtags, how many, do we do it with branches, do it with projects, etc. Once you do one hashtag you build on it. People post pictures with 10 hashtags.

What should individual board members do? Don't have an IG account but have a picture of a nice tree, who do we sent to? Denise will come up with campaign first. Then will figure out how to get pictures back and forth. And how to do this for non-IG and non-FB people?

Do survey of the branches to find out how many Outdoor Circle FBs & IGs there are. Some branches may not even know themselves.

All the branch websites now under TOC so we can update them. Each branch handles their own website but TOC can step in if needed. Waimea lost their webmaster so their website went quiet for a while. Cheryl overwhelmed with Nature Park so could not handle it. Waimea website is current but their FB page is not (last post 2017).

IG social media expert suggests having lots of posts ready to go. Suggest posting every day. Stories are important. Can schedule the posts. Spend an hour making posts and schedule them, one every other day for 14 days. When scheduling – do not schedule for Mondays. Friday posts must be done early morning. Nothing posted late Friday afternoon - won't be seen. By Monday people too overwhelmed with email and other posts so gets lost.

Next Meeting: Wed. Feb. 10, 2021 @ 3:30 pm

Submitted by Jackie Wah