



Fundraising Meeting
 11:30AM. Jorgensen YMCA
 August 30, 2004

Board Members:

<input checked="" type="checkbox"/>	Lynn Reecer,	<input type="checkbox"/>	Jim Coplen	<input checked="" type="checkbox"/>	Gail Herendeen	<input type="checkbox"/>	Mark O'Shaughnessy
<input checked="" type="checkbox"/>	Stephanie Schultz	<input type="checkbox"/>	John Ferguson	<input type="checkbox"/>	Barbara Krisher	<input checked="" type="checkbox"/>	Deb Probst
<input type="checkbox"/>	Sharon Repka	<input checked="" type="checkbox"/>	Leslie Ferguson	<input type="checkbox"/>	Art Mandelbaum	<input type="checkbox"/>	Gregg Walbridge
<input checked="" type="checkbox"/>	Jane Schmitt	<input type="checkbox"/>	Mike Fitch	<input type="checkbox"/>	Scott Miller	<input checked="" type="checkbox"/>	Bill Zielke

Chairs:

<input checked="" type="checkbox"/>	Melani Wilson
<input checked="" type="checkbox"/>	Eli Samaan
<input checked="" type="checkbox"/>	Reed Miller

PLEASE NOTE

The materials circulated at today's meeting are considered confidential. The figures listed are not final and therefore not ready for the public.
 Action Items are in red

I. Phases

- A. Bill discussed "phases" as a way to group miles, roads and fundraising goals. All road sections have been plugged into one of the 3 phases (each to last 2 calendar years)
- B. Phases provide a way to set realistic goals, approach donors for funding, meet goals and return for further funding requests as needed. "Phases" provide an actual beginning and end.

II. Campaign Structure

- A. Campaign Structure was introduced (see document). This chart identifies realistic goals for each division within the fundraising umbrella. The percentages were then converted to dollar amounts.

III. Projected \$ Figures

- A. The projected figures include construction costs only.
- B. **Action items (Lynn/Steph):**
 - 1. Re-calculate the projected totals to include land acquisition, engineering fees and administrative costs, accounting fees.
 - 2. Build in a cushion of +/- 10% of the final number.
 - 3. Bill requests the campaign goals be determined by "total" need; i.e., \$10-\$11 million but describe it as being divided into these three separate but overlapping phases.

IV. Fundraising Goals

- A. Bill asked each chairperson to evaluate their % and \$ goals and to plan out what they need to meet these goals.
- B. **Action item (Each chairperson):** Each chairperson is to evaluate their needs for
 - 1. Committee people
 - 2. Resources
 - 3. Marketing materials (i.e., folders with cover letter, brochures, slide shows, etc)
- C. **Lynn will provide Reed** with YMCA's list of companies, contacts, phone, addresses, etc.

V. Order of events

- A. Secure as many builder and developer commitments as possible before we solicit from anyone else. Doing this will allow us to say this project already has the backing of the developers. Developer support gives credibility to the project.

VI. General notes on committees

- A. "In kind" donations will be covered under corporate fundraising (not it's own committee)
- B. We should identify our in kind needs and when visiting companies or organizations and if they don't have any additional dollars for contributions, we can pursue in kind donations.
- C. There will most likely be a need for PR to seek specific donations of printing & paper. PR will seek and secure those – not fundraising.
- D. Committee chairs will not normally be invited to Board meetings
- E. Bill will schedule regular meetings with committee chairs separately and provide the Board with updates.

VII. Training

- A. Lynn & Stephanie's slide show was given at the public meeting so most board members have seen it.
- B. **??Action (Lynn/Steph):** At next board meeting, presentation should be given to be sure all board members have the same information. Presentation should include
 1. Phases on the map, building by layer to show a final product.
 2. "description" of each phase
- C. We need to have a well trained group of ANT solicitors and all volunteers need to be equipped with the same information so they can answer tough questions. (i.e., where is the \$ escrowed? What happens to the donated funds if the project fails? What are the phases? How were the phases determined? Why don't the trails loop?

VIII. Web Site Password Protected Area

- A. **Action item (Leslie):** compile information for John Musser to post on the web private section.
 1. "Tombstone data" on the project.
 2. "Fact sheet" for Aboite New Trails so we're all working off the same information. This would include things like number of miles, cost per mile, timetables, etc.
 3. ANT history
 4. General PR information
 5. **(Jane)** financial data to date
 6. **(Gail)** Roster

IX. Fundraising "Kick off"

- A. It was determined that an official event is not needed at this time.
- B. Most important is to constantly be in the public eye through TV, newspaper, publications. We should be very aggressive about press releases on our accomplishments.

X. TEA Grant

- A. Eli emphasized the need to show matches to maximize grant money. Goal is to have the grant application ready Oct. 2004 for the December deadline.

XI. Donor Recognition

- A. **Action item:** develop plan