

11-15-2018 Scholarship & Fundraising Committee Minutes

Fund Activity

Scholarship Review Update

Update: Quick over the phone meeting. Reviewed conference attendance and assistance with completion of professional development. Meeting again on the 20th if there are any applications.

Staff Helping Staff Review Update: Awarded the sole applicant.

New Donors added

- Coffee Card drawing

Update: 2 new potential donors; Janette is the winner! For next time we will look to widen the pool of eligible participants.

Ongoing Challenge

Update: Survey to distribute; this is still being prepared. Suggestion to include info about whether folks appreciate payroll deduction, have done a one-time gift, etc.

Creating a Culture of Philanthropy - Debbie Williams, ASU Foundation

Update: Staff Helping Staff Giving Campaign

2 years ago a university survey showed that we viewed private support as large denominations, misunderstood how the funds were used, etc. It is important to educate as part of our campaigns. We are focusing on the SHS fund first to help build understanding, and will later introduce other funds.

Could we do a video next year? We are working on a development calendar. Monika has volunteered to help in this area.

Gratitude Day - Patty Odle

Update: Patty is sending a message to the donors on our Giving Day campaign (152 total). We might also consider doing A/B testing on the emails using the pitchfunder page. We are considering a soft ask within the thank you note. Next year we can expand our efforts, however this year we are doing postcards.

Additional Items?

Update: The staff appreciation barbecue is in April, which is after giving day (March 21). We will need to have some sort of marketing campaign to advertise. We could use a poster that can easily be printed. This could be distributed to staff so they can print in their local areas. A video clip was suggested.

March 21 planning - Giving Day Planning

- Get council members to commit to interacting with their departments
- Send an email to encourage participation
 - Use a story to show how fund fills the gap when a budget impact occurs
- Include a short video (if possible) in the email
- Ask staff to share broadly within their departments/networks

Timeline: Draft story December - Revise January