

NWF Foundation Development Committee Meeting
July 17, 2018, 11:30 a.m.
Carr, Riggs & Ingram Room 306, SSC, Niceville Campus

Members Present:

Paige Floyd-Hart	Ken Wampler
Jeff McInnis	Steve Wills
Michelle McGee	Alan Wood

Staff Present:

Cristie Kedroski	Carla Reinlie
Jason Masters	Annie Young

Absent:

Serena Brown, David Costa, Chad Hamilton, Gordon King, Venita Morell, Tom Rice, Devin Stephenson

Call to Order:

Mr. McInnis called the meeting to order at 11:33 a.m.

Approval of Committee Meeting Minutes:

The minutes of the May 15, 2018 meeting were approved as presented. **Motion to Approve Minutes, Mr. Wood; second, Mr. Wampler; motion carried unanimously.**

Role of the Development Committee

Ms. Reinlie gave a small presentation on what the role of the Development Committee is per the Foundation's bylaws. She presented the committee with a brief overview of the Development Plan and the Annual Timeline for the Foundation and touched upon what strategies and tactics the Foundation will utilize to reach these goals. Ms. Reinlie also discussed the Distinguish Alumni Award Program and noted how it is utilized to showcase the impact of NWF State College on the personal and professional lives of its graduates and the community it serves and to engage alumni.

2018-2019 Fundraising Goal

Ms. Reinlie noted that the NWF State College Foundation Strategic Planning Goal 2.0 is to increase contributions, excluding bequests, by 5% annually based upon a rolling three year average. The overall goal for fiscal year 2018-2019 is \$670,732. She then presented a chart comparing totals from the previous years to the current year and pointed out how close we were in reaching the goal this past fiscal year.

Fundraising Activities

Ms. Reinlie noted that the Indoor Practice Facility Campaign exceeded the original goal of \$467,571 and that a Groundbreaking Ceremony was held on July 11th. She then presented a chart showing the details

of the \$479,166 that had been raised in gifts and pledges. Ms. Reinlie also mentioned that 13,957 letters were mailed to alumni on July 9, 2018 requesting contributions to the Student Emergency Fund to help bolster alumni engagement. There was also discussion about the opportunity for the foundation to certify \$19,451 in private donations and have the state of Florida match 2:1 to provide up to \$58,353 in scholarship funds for first generation in college students. Lastly, Ms. Reinlie noted that NWF is launching the President's Speaker Series, a new initiative which will feature renowned speakers sharing their expertise with the community. She mentioned the Foundation is seeking sponsors for the inaugural President's Speaker Series event, **Palin & Brazile, Bridging the Political Divide**, and asked the committee members for their support and advocacy in promoting this event to the community. Ms. Floyd-Hart also made some suggestions on finding potential sponsors for these upcoming events.

Fundraising Consultant Services:

Ms. Reinlie noted that at the June 6, 2018 Foundation Board meeting the Development Committee recommended that the Foundation Board enter into a contract with Armistead Group for an Internal Assessment, Feasibility Study and possible launch of a Major Gift Campaign. She also noted that onsite visits begin in the end of July and then presented the objectives and timelines for Phase 1 and Phase 2 of the Internal Assessment and Feasibility Study.

Adjournment: There being no further business, the meeting was adjourned at 12:15 p.m.



Jeff McInnis, Development Committee Chair

11-13-18
Date



Carla Reinlie, Director of Development

11-13-18
Date