

NWFSC Foundation Development Committee Meeting
July 19, 2016, 8:00 a.m.
Arpke Room (315), SSC, Niceville Campus

Members Present:

Dale Peterson
Venita Morell

Steve Wills

Staff Present:

Serena Brown
Cristie Kedroski
Jason Masters

Carla Reinlie
Julie Sartori

Others Present:

Ramsey Ross

Absent:

Bethany Burke, Bart Fleet, Paige Floyd-Hart, Tom Rice, Jonathan Tallman

Call to Order:

Mr. Peterson called the meeting to order at 8:02 a.m.

Approval of Committee Meeting Minutes:

The minutes of the March 8, 2015 meeting were approved as presented **Motion, Mr. Wills; second, Ms. Morell; 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 the Foundation's Strategic Plan to outline what the Foundation's objectives are and how they align with the College's objectives. She gave a brief overview of the Development Plan for the Foundation and touched upon what strategies and tactics the Foundation will utilize to reach these goals. Ms. Reinlie noted that the theme for 2017 was for the Foundation to broaden its donor base and to outreach to various unreached populations such as alumni and past student athletes. 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.

2016-2017 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 2016-2017 is \$676,963. She presented a graph comparing totals from the previous year to the current year and pointed out that total revenue has decreased from last year. Ms. Kedroski pointed out that the reasons for this decrease can be attributed to the down market and the large

endowment donations that were given last year. Ms. Reinlie also provided a graph showing the grants and bequests from recent years.

2017 Gift Range Chart

Ms. Reinlie presented the committee with a Customized Gift Range Chart for the NWF State College Foundation for Fiscal Year 2017. She noted that the chart is used to determine how many gifts and prospects are needed to raise a specific amount of money and that it is built like a pyramid: the top has a small number of large gifts and the bottom has a large number of small gifts. Ms. Reinlie noted that the goal is build the program to increase the number of smaller gifts and widen the donor base. She noted that this would provide 2 advantages, an increase in the sphere of influence of the Foundation and finding possible donors that would give sizable gifts in the future. Ms. Reinlie pointed out that the hope is to solicit large gifts in the \$25,000 range for the startup of upcoming hospitality and occupational therapy programs at the college and to push for more participation with the President’s Circle. Ms. Morell suggested soliciting groups such as the Collegiate High School and Kids on Campus parents as other sources of lower level gifts. Ms. Kedroski also suggested creating more events for President’s Circle members such as a quarterly brunch to create buzz and affection for the college.

eTeamSponsor (eTS) - Crowdfunding Platform

Ms. Reinlie gave a brief overview of what crowdfunding is, the practice of funding a project by raising many small gifts from a large number of people, typically via the Internet. She noted that emerging evidence about recent donor behavior indicates that it might be time to embrace new technologies for engaging donors. She noted that the NWF State College Athletic Department staff is proposing to use eTeamSponsor, a third party crowdfunding platform that will help design a fundraising campaign tailored for Athletics. Mr. Ross noted that it has zero risk as there are no upfront costs and that it will help broaden the Foundation’s donor base as the Foundation has never solicited to Student Athletes before. Ms. Reinlie also presented a series of short videos to give a more detailed overview of the services eTeamSponsor could provide. Ms. Kedroski asked the committee for endorsement to move ahead with this endeavor and the committee agreed to support the decision to proceed.

Other Items:

Ms. Kedroski presented a “You Make a Difference” brochure which the Foundation plans to utilize by bringing them to new donors to make them aware of various statistics of the college and how they can help. Mr. Ross also gave an update on the state of the athletic teams.

Adjournment: There being no further business, the meeting was adjourned at 9:21 a.m.

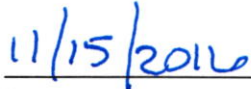


Dale Peterson, Development Committee Chair

Date



Carla Reinlie, Associate Director



Date