

NWFSC Foundation Development Committee Meeting
December 08, 2015, 8:00 a.m.
Arpke Room (315), SSC, Niceville Campus

Members Present:

Bethany Burke	Venita Morell
Bart Fleet	Steve Wills
Mitch Mongell	

Staff Present:

Serena Brown	Carla Reinlie
Cristie Kedroski	Annie Young
Jason Masters	

Absent:

David Costa, Chad Hamilton, Ty Handy, V. Paige Floyd-Hart, Donnie Richardson, Jonathan Tallman

Call to Order:

Mr. Mongell called the meeting to order at 8:00 a.m.

Approval of Minutes:

The minutes of the June 9, 2015 meeting were approved as presented **Motion, Ms. Morell; second, Mr. Wills; motion carried unanimously.**

Stewardship Activities

Mr. Mongell noted that stewardship is designed to foster long-term donor engagement and investment and is a key element of the development plan. Tactics employed by the foundation include stewardship events, donor correspondence and scholarship administration and awards. Mr. Mongell reviewed the fall stewardship activities which included several events and donor correspondence efforts.. The 2015-2016 scholarship award period concluded with 454 awards totaling \$505,260.

Annual Fund

Mr. Mongell explained that the annual fund campaign consists of several campaigns that are designed to increase awareness and understanding of NWFSC as well as the need to secure funds to meet the immediate needs of the college. Ms. Reinlie reported that for the Faculty & Staff Campaign, of the 341 solicitations, 126 gifts or pledges were received, there was 37% participation and the total amount raised is \$22,031. The First Generation Scholarships has 5 contributions totaling \$8,394 and it will be matched by state dollars to amount to over \$26,000 in funds. Ms. Young gave an update on the Giving Tuesday Campaign, explaining what it is and noting that 4 gifts totaling to \$250 had been made. Mr. Wills suggested that involving the athletes more can increase participation as the campaign was focused on raising funds for the Raiders Renovation Campaign. Ms. Kedroski noted that social media will become a new focus for the foundation and that the college is planning to invest in an imodule that will integrate

with banner more effectively. Ms. Reinlie also reported on the ongoing year-end solicitation and hopes for high participation this year.

Raider Campaign Update

Mr. Mongell noted that the 2014-15 athletic season was truly remarkable and provided statistics that reflected the academic excellence of the Raider Athletics program. He commented how in order to maintain our success and continue to attract the nation's best student-athletes a campaign was launched that to address the infrastructure at the athletic housing facilities by providing internet and cable access and the renovation of the laundry facility. The goal is to raise \$75,000 and to complete all improvements before the end of the 2015-2016 season. Funds raised so far amount to \$35,144 with various contributions from Raider Campaign charitable gifts, the charitable portions of billboard payments, the golf tournament, and a gift from Ty and Kim Handy. Ms. Reinlie also gave a brief overview of plans for the coming months to raise more funds.

Fundraising Results, July 1, 2015 – November 30, 2015

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 2015-2016 is \$767,887. She presented a graph comparing totals from the previous year to the current year and pointed out that total revenue has decreased by 11%. Ms. Kedroski pointed out that a gift of \$17,171 in stocks was received from Dr. Peter Bayer on November 20 but was not reflected in the report as it was still being processed. Mr. Mongell suggested cultivating relationships with investment advisors to raise awareness of the work of the foundation and Mr. Fleet recommended that the foundation approach the estate planning council, a group whose focus is planned gifts..

Alumni Program


Ms. Reinlie noted that a call for nominations for 2016-2017 awards was mailed earlier this month. The deadline for nominations is February 1, 2016. The next step is to organize a selection committee which will be responsible for reviewing and ranking the finalists. She reviewed a timeline for the selection committee and asked for volunteers. Ms. Morell, Ms. Burke and Mr. Fleet all agreed to be a part of the group.

Adjournment: There being no further business, the meeting was adjourned at 8:52 a.m.



Mitch Mongell, Development Committee Chair

3-3-16
Date



Carla Reinlie, Associate Director

3-3-16
Date