

NWFSC Development Committee Meeting

April 23, 2024 8:00 a.m.

Room 301, Building 400

**Members Present:**

Teresa Halverson

Fran Hendricks

Tyler Jarvis

Don Litke

Stan Siefke

Chris Stowers

Alan Wood

**Staff Present:**

Pinar Archangel

Jennifer Bernich

Conner Rogers

Tara Thomson

**Absent:**

Gordon King

Zach McCluskey

Tim McCool

Jonathan Ochs

Cecil Williams

**Call to Order:**

Mr. Wood called the meeting to order at 7:59 a.m.

**Approval of Committee Meeting Minutes:**

The minutes from the January 23, 2024 Development Committee Meeting were presented.

**Motion to approve minutes as presented Gen. Litke; Second, Mr. Siefke. Motion carried unanimously.**

**Approval of the Alumni Working Group Minutes:**

The minutes from the April 17, 2024 Alumni Working Group Meeting were presented.

**Motion to approve minutes as presented Gen. Litke; Second, Mr. Siefke. Motion carried unanimously.**

**2024 Alumni Awards:**

Mr. Jarvis presented the Alumni Award winners that were chosen by the Alumni Working Group Committee during the April 17, 2024 meeting. Mr. Matthew Dowell, Against the Odds; Mr. Tom Rice, Hometown Hero; Mr. Bobby Parker, Rising Star; Ms. Erin Rainey & Dr. Michael Williams, Distinguished Alumni.

**Motion to accept the proposed 2024 Alumni Award winners (Mr. Matthew Dowell, Against the Odds; Mr. Tom Rice, Hometown Hero; Mr. Bobby Parker, Rising Star; Ms. Erin Rainey & Dr. Michael Williams, Distinguished Alumni) for presentation to the Board, Gen. Hendricks; Second, Ms. Halverson. Motion carried unanimously.**

**Year-to-Date Fundraising Report:**

Mr. Stowers presented the Year-to-Date fundraising report. NWF State College Foundation's *Continuous Improvement Plan* goal is to increase annual support (gifts, memberships, new pledges, and in-kind donations) to the Foundation, by 5% based on a rolling three-year average, resulting in a minimum of \$1,412,224 raised by June 30, 2024. The chart shows a year-to-date comparison for March 31, 2024 to March 31, 2023, as well as the total amount raised for the prior three years.

**Annual Solicitation Report:**

Ms. Rogers presented the annual solicitations report. Out of 32 total board members (Foundation Board and Board of Trustees) 26 members, 81%, have made gifts this fiscal year. Ms. Rogers updated the report to reflect that as of April 23, 2024 there are 62 members of President's Circle with gifts and pledges totaling \$39,500. She also gave a presentation about the "Arts with the President" event.

**Sound the Siren Campaign Update:**

Mr. Stowers presented an update on several of the key areas of the Sound the Siren Campaign. He mentioned that after a significant amount of initial planning for Sound the Siren – the Campaign for Raider Athletics, recent progress has been slowed due to several factors. However, Foundation and Athletics staff are prepared to renew efforts to launch the campaign and achieve significant progress in the coming weeks and months.

**Alumni Development Plan:**

Mr. Stowers presented the Alumni Development Plan. One of the key responsibilities of the Foundation is to build and grow relationships with NWFSC alumni. In recent years, communication and activity with alumni has been limited. In order to grow engagement among Alumni, the Foundation staff has developed an Alumni Development Plan.

**Annual Fund:**

Mr. Stowers presented an Annual Fund Discussion stating that one of the hallmarks of many nonprofit organizations is an active solicitation effort for an "annual fund." For many organizations, unrestricted gifts to the annual fund support ongoing operations and or programming. Gifts made as part of this effort are typically smaller in comparison to special initiatives or campaigns and these donors are considered the loyal base supporting the organization. As described in the Alumni Development Plan, a typical donor "path" begins by with the individual connecting/engaging with the organization, moving them to become an annual donor, and eventually a major donor. The ultimate goal for any donor is to be included in his/her estate plans, a true legacy gift. He suggested that by creating [or reestablishing] a specific annual fund, the Foundation would open the opportunity for donors to support the work of the college that is meaningful and welcoming to all potential donors, regardless of the size of gift.

**Adjournment:**

There being no further business, the meeting adjourned at 9:07 a.m.

  
Teresa Halverson, Acting Chair

7-18-24  
Date

  
Chris Stowers, Secretary

7/18/24  
Date