



Development Committee Meeting AGENDA
July 17, 2020
8:30 am – 10:00 am

TOPIC	FACILITATOR	ACTION	TIME
1. Welcome and Call to Order	John Bayne		2
2. Opening Prayer	Peter Newman		2
3. Approval of May 1, 2020 minutes	John Bayne	Approve	3
4. Meet new Communications Manager, Samantha Eck	Meghan Parsons	Introduction	5
5. 2020 dashboard & fundraising projections	Meghan Parsons	Presentation & Discussion	35
6. Fundraising events transition	Katherine Strawser	Presentation & Discussion	20
7. New committee member recruitment	John Bayne	Discussion	10
8. 5/1/2020 meeting action items review & member report out	John Bayne	Discussion	10
9. Next meeting dates <ul style="list-style-type: none">• 10/30/20	John Bayne		2
10. Adjourn	John Bayne		1

Please contact Lynn Dates (607-796-6061 or lynn.dates@foodbankst.org) if you plan to call in to the meeting

FOOD BANK OF THE SOUTHERN TIER

Development Committee Meeting

May 1, 2020

8:30 am - 10:00 am

Member	In Attendance	Unable to Attend
John Bayne (Chair)	X	
John Alexander	X	
Peter Newman	X	
Rebecca Sexton		X
Dave Radin	X	
Joe Thomas	X	
Alison Wolfe	X	
Julie Monahan		X
Anis Fadul	X	
<i>Ex-Officio</i>		
Natasha Thompson	X	
<i>Staff</i>		
Meghan Parsons	X	
Katherine Strawser	X	
Lynn Dates	X	

1. Welcome and Call to Order

John Bayne called the meeting to order at 8:30 am.

2. Opening Prayer

Alison Wolfe led the opening prayer.

3. Approval of January 31, 2020 Minutes

Joe Thomas made a motion to approve the January 31, 2020 minutes.

Dave Radin seconded. All were in favor. None opposed.

4. Tour de Keuka Virtual Pivot

Katherine Strawser, Community Engagement Manager, reviewed the reasoning and process behind making Tour de Keuka (TDK) a virtual fundraising event and highlighting changes made because of COVID-19. Changes include increased mileage options, participant use of EveryDayHero as a simple way to customize team Web pages, and unlimited/creative methods of transport to log miles (not just cyclists) noting that fundraising is the key point. Katherine reviewed TDK goals and budget and discussed the following topics with the Committee: sponsorship/partnership with local fitness centers (Alison Wolfe), TDK celebration mid-July if social distancing is still in play, and participant tracking options.

5. YTD Fundraising & Future Outlook

Meghan reviewed the Development & Community Engagement Dashboard year-to-date results which covered the COVID-19 response workload increases and changes, Annual Fund total revenue January through April 2020 compared to 2019 totals (\$2.8M vs. \$2.9M), as well as giving methods, major donor program and volunteer program highlights.

Meghan noted that Food Finder on the Food Bank's website launched a year ago and has been a significant resource for client demand by providing information about community food distributions (CFD) and food hubs – unique pageviews increased by 165% in March. Grants, whitemail, online giving and cause-marketing have been the leading methods of giving and the team has secured 23 grants. Natasha noted that the Feeding America/Bezos grant is time-bound and must be spent down by May 12. She pointed out that there are initial

projections for how much more we will need to raise based on how long the increased need for food might last. Meghan discussed crisis fundraising trends noting that they will continue to build cases for support and that she is aware of the fundraising uncertainty as the rest of the year plays out. She explained that Circle to Feed Hope should have a greater impact this year because it will be issued three times in 2020 as opposed to one time per year in the past (the first mailing was sent last week). Regarding Major Donor Program highlights she outlined donor activity Jan.-Apr. noting where there are opportunities, prospects and successful actions, including the initiation of virtual town hall style meetings with Natasha and major donors. She discussed the suspension of the volunteer program in order to protect home-base and that VolunteerHub is being used successfully to manage volunteers at CFDs and food hubs. Natasha pointed out that a number of Board members have volunteered and thanked them for their generosity. Anis Fadul noted that it was a good experience.

Meghan talked about how communications during the pandemic have evolved, and that Facebook has become our main mode of communication referring to private messages and increased “likes” up by 1,500. Natasha discussed advocacy strategy and noted that an OpEd will be published next week highlighting that the CARES Act has not included an increase to SNAP benefits while disputing the myth that SNAP recipients are unemployed, when in fact 70% of those who receive SNAP benefits are working – working poor. The Committee discussed writing letters and contacting local politicians who do not support inclusion of SNAP increases. Natasha and Meghan will consider the Committee’s ideas and report back.

6. Data Entry Support

Meghan reviewed fundraising priorities noting increases in donor growth and priorities for donor retention emphasizing that phone calls within 90 days of the first gift produce substantial results. Members of the Committee noted that they are willing to continue to make donor phone calls. She outlined what would happen if we didn’t give top priority to donor retention and made a case to the Committee for adding a Database Administrator to the Development team. She pointed out the proven success of the Major Giving Officer since joining the team in September 2019. Natasha added that with the number of new donors and reactivation of past donors we now have an opportunity to retain. We already see the benefits of having a Major Giving Officer and the focus it gives to relationships and building trust; this is an opportunity to build capacity. She outlined her process for hiring and that she will present this to the BOD. The Committee was in agreement and John Bayne noted that he’d like to look at metrics next year at this time to review results.

7. New Committee Member Recruitment

John Bayne asked that each committee member recommend one or two people who might be a good addition to the Development Committee and requested responses from each committee member within the next week.

- 8. 1/31/2020 meeting action items review & member report out** – The group reported on action items from the last meeting. Joe Thomas reported that he is happy to have connected with donors and wishes to continue making thank you calls; Dave agreed and would like to do the same. John Alexander noted that he would like to write letters to major donors. Natasha reported that Peter Newman provided a connection in Broome County that resulted in an active community food distribution hub. John Bayne expressed pleasure that this meeting generated several good ideas and action items.

9. Next meeting dates

- 7/17/2020
- 10/30/2020

10. Adjourn

The meeting adjourned at 10:00 am.

Minutes respectfully submitted by,

Lynn Dates
*Executive Assistant to
Natasha R. Thompson
President & CEO*

Action Items	Responsible	Due Date
A. Wolfe share fitness/health center contacts with K. Strawser	Alison	July 17, 2020
Advocacy letter writing and outreach to politicians	Natasha and Meghan	July 17, 2020
Present case for Database Admin to BOD	Natasha	May 21, 2020
Make recommendations of one or 2 people who you think would make a good addition to the Development Committee; send to John, Natasha, and Meghan	Each individual DevCom member	May 8, 2020
Make donor phone calls and write thank you letters	Joe, Dave, John	July 17, 2020