



Development Committee Meeting AGENDA
January 25, 2024
8:30 am – 10:00 am

TOPIC	FACILITATOR	ACTION	TIME
1. Welcome and Call to Order	John Bayne		3
2. Prayer/Poem/Positivity	Anis Fadul		2
3. Approval of November 15, 2023 minutes	John Bayne	Approve	3
4. Committee member move	John Bayne	Update	2
5. Q4 dashboards	Meghan Parsons	Presentation	15
6. 2024 committee scorecard goals	John Bayne	Discussion	20
7. 2024 Board/Committee member solicitation	Meghan Parsons	Discussion	10
8. Planned Giving Society final name & next steps	Mary Jane Bray	Presentation	10
9. Corning Leader of the Pack update	Meghan Parsons	Presentation	5
10. Committee member recruitment check-in	John Bayne	Discussion	5
11. Goals/action items review & member report out	John Bayne	Discussion	15
12. Potential next meeting dates Friday, April 16 th , 8:30 am–10:00 am Friday, September 6 th , 8:30 am–10:00 am Friday, November 1 st , 8:30 am–10:00 am	John Bayne		
13. Adjourn	John Bayne		

Next Meeting:
April 16, 8:30 am-10:00 am
Opening Prayer/Poem/Positivity: John Alexander
RSVP to Kate Paterson at kate.paterson@foodbankst.org

Development Committee Meeting

November 15, 2023

9:30 am – 10:30 am via Zoom

Member	In Attendance	Unable to Attend
John Bayne (Chair)	X	
John Alexander	X	
Joe Thomas	X	
Alison Wolfe	X (until 10:00 am)	
Julie Monahan		X
Anis Fadul		X
Amanda Smith-Socaris	X	
Jamie Kaffenbarger (Vice Chair)	X	
Krista Niles-Updyke	X	
<i>Ex-Officio</i>		
Mark Bordeau	X	
Mary Pat Dolan	X	
<i>Staff</i>		
Meghan Parsons	X	
Kate Paterson	X	

1. **Welcome and Call to Order** – John Bayne called the meeting to order at 9:31 am.
2. **Opening Prayer/Poem/Positivity** – Amanda Smith-Socaris read a poem.
3. **Approval of September 13, 2023 Minutes**

*Jamie Kaffenbarger made a motion to approve the September 13, 2023 minutes.
Amanda Smith-Socaris seconded. All were in favor. None opposed.*

4. **Q3 Dashboards**

Meagan reported that revenue is 70% to goal. The Annual Fund is very strong. Planned solicitations and the number of actions with donors are on track. We are doing very well with high-amount donors, and we are also projecting \$700K in grants this year.

Donor retention is very strong, 67% to overall goal, and the average donation amount is higher than it has ever been. Nationwide there has been some donor attrition, and we are seeing that as well. Direct mail program works on finding why we are losing donors, as does stewardship program. A handful of donors are waiting to see where the Catholic Charities’ settlement lands. It is important to make the communication very personal.

Board and Committee giving was reviewed. There are two board members that Mary Pat needs to talk to. Meghan will send those names to John and John will send out a reminder email.

5. **Development Committee Scorecard**

The 2023 Development Committee scorecard was reviewed. Budgeted revenue was on target. Development Committee participation was at 100%. Board thank you phone calls have been postponed due to staffing issues, but they are being done by Food Bank Leadership Team (FBLT) members with very positive results.

Introduction of people you know is ongoing. Attendance at donor meetings needs support. John suggests that Development Committee members do ride-alongs with Mobile Food Pantries. Wegman's has done a great job reinvigorating Check Out Hunger and they want more Board members to get involved.

6. 2024 Goal & Initiatives

The FBST Finance Committee approved the 2024 budget which included the \$4.8M goal set by the Development Committee. Detailed 2024 goals and initiatives for the Annual Fund were reviewed. Focus areas for 2024 will be the Full Plate Partners program, the planned giving society, soliciting production volunteers, and looking to make structural changes in the Communications, Marketing, Advertising/Promotion department.

7. Understanding Generosity Report

Fred Van Sickle sent an Understanding Generosity Report. No new information but good reminders, especially around gender and roles in households and the need to communicate based on that.

Communications around tax policy was discussed. Required minimum distributions from IRAs get a tax advantage if sent directly to the Food Bank. Some targeting email has been done on this. If you have an IRA one of the most tax advantageous ways is to donate. Doing donations from retirement accounts is also advantageous. Jamie offered to help put together "Did You Know" box information for Food Bank newsletters and communications.

8. Committee Member Recruitment

John reviewed the current Development Committee members. John feels the number is right. The Committee should have non-board members in the wings, as well as diversity of geography and perspective. A spreadsheet about recruitment would help identify people on the horizon. Mark has been working to get Board members recruited out of Broome.

9. Goals/Action Items Review & Member Report Out

John: Connected Mary Jane to Communications people at Corning for branding of what was going to be the Nellie Monroe Society, hoping to get something back by Thanksgiving

John: Has been in Mexico. United Way Strategic Plan meeting had a strong emphasis on hunger, opportunity to engage and create a broader understanding, John will stay engaged in the planning process

Joe: Joe continues to speak to current donors, hosted a major donor event at their house

Amanda: Met with Fred and chatted about the Board seat, setting up her bagger opportunity, will work on encouraging others to donate

Jamie: Not a lot to report, busy with other endeavors.

Krista: Came to Leader of the Pack and spoke to the media that were there. She is also on the Board of Arnot and wants to loop in the Food Bank with their initiatives.

Alison: Meghan reported on Alison's work getting Tommy Hilfiger's family to tour the Food Bank.

Anis: Brought a friend from a pantry in Indiana to the Food Bank for a tour. Connected us with Millicent, volunteered to be a secret shopper.

Amanda is willing to help with peer-to-peer work for Board and Committee giving instead of staff. John and Meghan will discuss this. Meghan and Mark will discuss if Board giving should be someone's Board job.

The meeting was adjourned at 10:44 am.

Action Items	Responsible	Due Date
Look at 2022 planned solicitation numbers to compare to 2023	Meghan	
Decide on “tripwire” when we need to spend more time on donor dropoff	Meghan/John	
Send an email to Millicent Ruffin to encourage more Corning, Inc. attendees to the December 5 th Food Bank visit	Meghan	asap
Ask Katherine Strawser where she can use help with Corporate donors	Meghan	
Invite Michael Ramos (Tompkins County) to the Food Bank and Legislative Repack	Meghan/John Alexander	asap
“Did You Know” box on communications re: tax policy	Meghan/Jamie	11/30/2023
Should a Board member be ‘in charge’ of Board member giving?	Meghan/Mark	1/2024
Put together a spreadsheet of potential Development Committee members	??	1/2024

Next Meeting:

Thursday, January 25, 2024

8:30 am – 9:30 am

Prayer/Poem/Positivity: Anis Fadul

RSVP to Kate Paterson at kate.paterson@foodbankst.org