

Revenue Committee Meeting Minutes
October 21, 2008. 3:00pm
Oregon Trail Chapter – Clackamas Room

In Attendance: Tom Kennedy (via phone), John Wagner, Jeff Thede, Liz Erickson, Maree Wacker, Niani Dünner

Welcome & Minutes - Tom Kennedy, Chair

- *Minutes of August Meeting approved*
- *Progress Report for September:*
 - *At this time, unlikely to make our planned giving goal based on the existing open estates and their anticipated gift*
 - *Ideas for additional efforts in planned giving: get to know CPA's, Lawyers, Financial Planners and build relationships to connect to potential planned givers. Be sure they have the correct language and give them a hook – maybe something tangible.*
 - *Barb Deurwaarder, national employee, former attorney, on OTC's behalf she visits 30-40 folks a month. National sends 3-4 mailings, wills kit, surveys, etc. a year.*
- *Group reviewed an Sharpe Company article and study which indicated that historically, during hard economic times, giving decreases by 1%. Locally, our direct mail is down though telemarketing is up.*
- *Health and Safety made goal for quarter!*

Clara Barton Society Challenge -- Tom Kennedy & Niani Dünner

- *Progress Report - 55 new members, 16 out of 17 board members on board*
- *Respectable level for first year of campaign*
- *100% board participation at the \$1,000 level for the first time!*
- *Remaining Opportunity & Agreement on Next Steps*
 - *Co-sign thank you letter from Jeff and Tom to board, last push*
 - *Follow up to donors with final money raised in campaign*

Breakfast of Champions – Maree Wacker

- *FY08 Feedback*
 - *Searching for new contractor for event planning*
 - *Group agreed that for now, we should stay with breakfast event*
 - *If we keep the 'in the round' format, more practice/rehearsal beforehand w/heroes and MC*
 - *Things to work on—AV: fill in non-video heroes w/still photos & music to tell their story*
- *FY09 Review of Sponsor Prospects*
 - *Committee members indicated who they knew and would solicit for sponsorship*
- *Timeline*
 - *Goal is to have BOC letters out the door by 2nd week in November*

NEXT MEETING: November 18, 2008

ADJOURN