

**STATE EMPLOYEES CHARITABLE GIVING CAMPAIGN
ADVISORY COUNCIL MEETING MINUTES**

United Way of Lewis & Clark Area
75 E. Lyndale Helena, MT 59601

Wednesday, October 16, 2019 3:00pm

Members Present: Mike Manion, Hope Stockwell, Penny Fassett, Sandy Booth, Bill Crane, Kirsten Wrzesinski, Gary Owen (Remote)

Members Excused: Jasyn Harrington, Danielle Williams, and Liz Bangerter

Contractor: Brittany Rooze

SITSD Staff: Denise Adamson

DOA Staff: Belinda Adams

I. Greeting/Call to Order

A. Mike Manion called the meeting to order at 3:03 p.m.

II. Review Previous Advisory Council Meeting Minutes

A. The September 18, 2019 meeting minutes were reviewed. One change was proposed.

1. Page two, III a: change from “new income” to “net income”

B. **MOTION:** Penny Fassett moved to accept the September 18, 2019 meeting minutes with the change. Kirsten Wrzesinski seconded the motion. The motion passed unanimously.

C. The next meeting is planned for Wednesday, November 20 at 3:30pm.

III. Fiscal Agent Report

2018 Financials	
2018 Campaign Revenue	\$337,303.79
2018 Campaign Expenditures	\$235,259.82
2018 Campaign Net Income	\$102,043.97
2019 Financials	
2019 Campaign Revenue	\$13,742.95
2019 Campaign Expenditures	\$13,727.83
2019 Campaign Net Income	\$15.12

- A. For the 2018 Campaign, Brittany Rooze stated that the Campaign is still receiving regular payroll deduction income. The total income from them is about \$30,000 - \$32,000 per month. The third quarter payment to the nonprofits will be made the first week of November 2019.
- B. For the 2019 Campaign, Brittany Rooze stated that kickoff fees and Campaign donations have started coming in. There is still one outstanding \$25 kickoff booth payment to be collected. Prize expenses have gone up due to purchasing prizes. The events expenses include food for kickoff, supplies, etc. The Electronic Facilitation line item is for payment for creation of the pdf Giving Guide by Bill at Montana Shares. The coordinator payment has been made for July through September. Three more payments will be made for October – December.
- C. Gary Owen asked Brittany Rooze about the odd cents in the kickoff and attendance fees. Brittany Rooze replied that it's from the platform used to take payments, Submittable. For every \$40 fee paid, the Campaign gets about \$37. After the campaign, she suggested the

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Council looks for a different platform for payments since the price has increased. She feels the current platform is equipped to do more than the Campaign needs, hence the high service fee.

1. Gary asked about separating cost of service fees, specifically credit card fees. Brittany said that she could separate out Submittable fees so the Council can see more details on what its being charged. Denise Adamson stated that when an individual makes a single credit card donation, they are paying fees. She can get statistics on how much individuals are paying. This is something to be re-evaluated when we get the new Click-and-Give since the contract will need to be renewed for payments

- D. **MOTION:** Bill Crane moved to accept the September 2019 financials. Sandy Booth seconded the motion. The motion passed unanimously.

IV. Coordinator Report

- A. Brittany Rooze stated that Monday, October 14, was the midway point for the 2019 Campaign. Approximately \$350,000 had been raised as of 11am today, which is 78% of our goal. Last year at this time, the Campaign was at \$316,000. She is hopeful that we will reach our goal. People who have contacted her this year have wanted to add nonprofits to their donation. It feels like the coordinators have been more engaged this year too.
- B. A letter from the Governor about the midway point of the Campaign will hopefully be going out this Friday, October 18. Kirsten Wrzesinski doesn't think she received the Governor's email for the kickoff and will keep an eye out for the second to make sure there isn't a problem.
- C. Brittany Rooze said Great Falls and Missoula event attendees were more engaged this year. She's hoping that will feed into the revenue part.
 1. The Great Falls kickoff had about 50 attendees, which is triple from previous years. Penny stated that it helped going to multiple locations. Mike Manion stated the School for the Deaf and Blind had a good turn-out, a nice room was made available, and some of the children were able to attend. Department of Transportation (MDT) had a light turn out, but a lot of employees were out in field. Department of Health and Human services had a good flow of people. Gary said they were thinking of looking for a different site instead of MDT since so many employees are in the field this time of the year.
 2. The Missoula kickoff also went well. There were about 10 nonprofits and about 30 attendees. Attendees seemed more engaged than in years past.
- D. The Helena kickoff had more people arrive early than in years past. Most attendees came between 10 and 11am. Caffeic Coffee was a big hit, and we would like to use them again next year. The pizza delivery went okay. It was suggested that the Council consider doing donuts or baked goods next year and reduce the amount of pizza ordered. This will be discussed after the Campaign ends.
- E. Brittany reported that she's been asked about doing a kickoff in Bozeman next year. Mike and Penny said it was worth considering and will be discussed after the Campaign.
- F. The Twitter campaign went well but had low engagement, which was to be expected for the first year. The Facebook page has grown by 100 people since the Campaign began. It was

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determined that Facebook will probably be the most effective way to communicate going forward. The group agreed it was a good start to using Social Media more frequently.

V. Chairman's Report

A. None

VI. Public Comment

A. None

VII. Other Business

A. Denise stated that she will be able to demo the new Click-and-Give system at the next meeting. She also discussed a Click-and-Give issue that came up this year. Some employees have donated with \$0 amount to get into the prize pool. This will be adjusted for next year so that you must give to be entered. Brittany requested that the donors be able to edit their own donation. Denise said that it would be possible, if it's during the Campaign and a payroll deduction donation.

VIII. Adjourn

- A. **MOTION:** Bill Crane moved to adjourn. Hope Stockwell seconded the motion. The motion passed unanimously.
- B. The meeting was adjourned at 3:45pm