

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

Mitchell Building Room 261
Helena, MT

Wednesday, November 20, 2019 3:30pm

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

Members Excused: Danielle Williams

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 3:36 p.m.

II. Review Previous Advisory Council Meeting Minutes

A. The October 16, 2019 meeting minutes were reviewed. Two changes were proposed:

1. Page two, item IV B: correct the spelling of Kirsten's name.
2. Page two, item IV C1: remove the extra "a".

B. **MOTION:** Hope Stockwell moved to accept the October 16, 2019 meeting minutes with the two changes. Liz Bangerter seconded the motion. The motion passed unanimously.

C. There will not be a meeting in December because of the SECGC Campaign celebration on December 13. The next meeting is planned for Wednesday, January 15, 2020 at 3:30pm.

III. Fiscal Agent Report

2018 Financials	
2018 Campaign Revenue	\$368,214.33
2018 Campaign Expenditures	\$235,259.82
2018 Campaign Net Income	\$132,954.51
2019 Financials	
2019 Campaign Revenue	\$32,886.14
2019 Campaign Expenditures	\$16,692.97
2019 Campaign Net Income	\$16,193.17

A. For the 2018 Campaign, Brittany Rooze stated that the Campaign is still receiving income from regular payroll deductions. This was the only change to the October 2018 Campaign financials.

B. For the 2019 Campaign, Brittany Rooze stated that the Campaign has received about \$19,000 in donations. A coordinator payment has been made. Prize sponsorship amounts have changed since the grand prize of \$1,000 from Helena Motors was deposited. Expenses have increased because more Campaign prizes have been purchased.

C. Mike Manion asked when the next audit will begin. Brittany answered that it will start in January 2020. She will work on getting it scheduled.

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

Mitchell Building Room 261

Helena, MT

Wednesday, November 20, 2019 3:30pm

- D. **MOTION:** Penny Fassett moved to accept the October 2019 financials. Sandy Booth seconded the motion. The motion passed unanimously.

IV. Coordinator Report

- A. Brittany Rooze stated that the 2019 Campaign raised \$458,495. An incorrect number (\$460,023) was initially sent out about the total amount raised because one of the portal reports was incorrect. This report has been fixed and amount listed above is the final number. This is the first time since 2016 that total donations have been this high. There were 1,750 donors, which translates to 13% participation.
- B. Brittany would like to focus on increasing participation going forward. She requested that the Council brainstorm ways to increase participation for next year.
1. Brittany shared she attends a quarterly meeting with campaign coordinators nationwide. At this meeting, some states shared that they still operate with paper donations only. These states are resisting moving to an online campaign because there is usually a decline in donations when the transition is made. Brittany suggested that we could consider distributing more paper donation slips or making them more readily available.
 2. Penny Fassett said there are several state employees who don't have regular access to computers, for example in Department of Corrections and other agencies with locations in rural areas. She suggested that it might be worth trying to reach them in another way. Sandy Booth suggested a targeted mailer to those groups.
 3. Hope Stockwell suggested targeting agencies that have low participation rates to try to determine why participation is low and how we can better reach them. The data shows that the bigger the agency the smaller is the participation rate.
 4. Penny suggested we should do more to keep people engaged throughout the year. One suggestion was to find out from the nonprofits how the donations had helped them, then do a feature story on our Facebook page. In order to keep it fair, a request could be made to all nonprofits for stories, then one story is drawn at random to be featured each month.
 5. Bill Crane followed on Hope's statement by suggesting that if we focused on how modest donations can make a big difference, this may boost participation.
- C. Gary Owen left the call at 3:55pm.
- D. The date for the Campaign coordinators celebration has been changed to December 13, 2019 from 12:00pm to 1:00pm. Brittany will reach out to Event Thyme to arrange catering for the event. Brittany asked about how to distribute awards to the coordinators. Penny suggested doing a "coordinator of the year" and then some random drawings. Liz suggested doing two merit-based awards and two random drawings. It was decided that when Brittany sends out the coordinator survey, she will also ask for award nominations. Criteria for winning could be based on dollar amount raised, participation, special events held, etc.

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

Mitchell Building Room 261

Helena, MT

Wednesday, November 20, 2019 3:30pm

1. A concern was raised about the amount of money that could be spent per prize—i.e, do the prize values implicate the \$50 or more limit prescribed in the statutory Standards of Conduct? Mike is going to investigate it and get back to the Council.

V. Chairman's Report

- A. None

VI. Public Comment

- A. None

VII. Other Business

- A. Denise demonstrated the new click-and-give site that will be live for the 2020 campaign. Overall the new site looked very nice, user friendly, and will meet the needs of the Campaign. A few suggestions were made on wording and where links should be located.
- B. Hope Stockwell left at 4:31 pm. A quorum of 7 Council members remained.
- C. Mike Manion thanked everyone for their work on the 2019 Campaign.

VIII. Adjourn

- A. **MOTION:** Bill Crane moved to adjourn. Liz Bangerter seconded the motion. The motion passed unanimously.
- B. The meeting was adjourned at 4:37pm