

**STATE EMPLOYEES CHARITABLE GIVING CAMPAIGN**  
**ADVISORY COUNCIL MEETING MINUTES**  
Remote Teams Meeting  
**Wednesday, July 22, 2020 - 3:30pm**

**Members Present:** Mike Manion, Bill Crane, Kirsten Wrzesinski, Liz Bangerter, Jasyn Harrington, Sandy Booth

**Members Excused:** Danielle Williams, Penny Fassett, Hope Stockwell, Gary Owen

**Contractor:** Emily McVey, Shelli Gwinn

**SITSD Staff:** Denise Adamson

**DOA Staff:** Belinda Adams

I. Greeting/Call to Order

- A. Mike Manion called the meeting to order at 3:35 p.m.

II. Review Previous Advisory Council Meeting Minutes

- A. The June 17, 2020 meeting minutes were reviewed.
- B. **MOTION:** Bill Crane moved to accept the June 17, 2020 meeting minutes. Liz Bangerter seconded the motion. The motion passed unanimously.
- C. The next meeting is planned for August 19, 2020 at 3:30 p.m.

III. Fiscal Agent Report

- A. No financials available this month due to accounting employee being ill at United Way. Emily will send out the financials once the employee returns to the office.

IV. Coordinator Report

- A. Mike requested that Belinda Adams provide a summary of what the subcommittee group discussed for a virtual kickoff event. Belinda shared that the group had come up with three main ideas for a virtual campaign this year:
1. A drive through kickoff event in Helena. State employees could drive through a specified area and be handed a swag bag filled with promotional and informational materials from the nonprofits. The nonprofits that provide items are the ones that would normally register for the rotunda event. To increase participation, some bags will also contain coupon for a free pizza or some other local food item.
  2. Ask Governor Bullock to record a video kicking off the Campaign and thanking employees for their hard work. This video would be distributed by email, our website, and social media.
  3. Ask nonprofits to submit a 60 second video about their organization. Video submissions would fall into various categories inspired by the "people choice awards," state employees would vote for their favorite in each category. By voting, employees would be entered into drawings. Nonprofits that win get featured on our social media.
- B. Liz Bangerter complimented the idea and was supportive of moving forward with them. Denise Adamson said that she could host the Governor's video on their servers so it may easily be linked to. She also shared that voting for the nonprofit's videos could take place in Teams. Sandy Booth asked if the videos could be embedded in Survey Monkey. Denise said it was possible to do it with links to videos, which would be hosted on an internal server or YouTube.

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- C. Kirsten Wrzesinski asked if we were still charging the nonprofits to participate in the kickoff event. Jasyn Harrington commented that it might be administratively burdensome to refund the money, plus it gives the Council more options for funding a remote campaign. Bill Crane suggested emailing the nonprofits who had signed up to let them know how their money would be spent and give them the option for a refund.
- D. Bill Crane asked to explore the idea of hosting a drive through in other cities, so the kick-off could be more inclusive. The Council agreed it was a good idea to discuss. It was debated if the bags could be distributed through United Way sites vs. only Missoula and Great Falls since these cities have held kick-off events. The Council landed only looking at adding Missoula and Great Falls this time since it will be the first time for a remote kick-off event.
- E. **MOTION:** Bill Crane moved to adopt the kick-off event recommendations for drive through goody bags in Helena that Belinda shared on behalf of the subcommittee. Sandy Booth seconded. The motion passed unanimously.
- F. **MOTION:** Sandy Booth moved to utilize the drive through goody bags for the Missoula and Great Falls. Jasyn Harrington seconded the motion. The motion passed unanimously.
- G. **MOTION:** Kirsten Wrzesinski moved to have the Council contact the nonprofits that have registered for the Helena rotunda event to inform them of the change of plans, giving them the option to participate or receive a refund. Bill Crane seconded. The motion passed unanimously.
- H. The subcommittee will meet in the next week to determine what quantity of items we want for the bags, as well as continue to figure out the details for the remote events.

V. Chairman's Report

- A. Denise provided a demonstration of the new click-and-give site. On the new site, employees will login using ePass, have several sorting options to view/find the nonprofits, be able to support nonprofits using various payment methods, generate documentation on previous donations, have to option to download a paper donation form, as well as adjust their payroll deduction amount throughout the campaign.
  - 1. Denise and Emily will meet soon to go over the nonprofit management features of the new website. Denise also requested a list of updated nonprofits from Emily. Bill offered to go through the list and standardize the formatting for phone numbers and addresses.
  - 2. Denise will send out the link to the test site to the Council for them to test.
- B. Mike asked Emily for the total of nonprofits participating in the Campaign this year. She said that 300 had registered. There was ~375 nonprofits registered for the 2019 season.

VI. Other Business

- A. Bill Crane said next year the Council should take a closer look to ensure nonprofits have a significant presence in Montana. This can be done by setting clearer expectations for applicants by putting parts of the bylaws into the eligibility criteria and Submittable application materials.
  - 1. Mike and Bill suggested that before the 2021 campaign, the Council should review its bylaws to make sure they meet our current needs. Emily will send out a current copy of the bylaws.

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VII. Public Comment

- A. None

VIII. Adjourn

- A. **MOTION:** Bill Crane moved to adjourn. Liz Bangerter seconded the motion. The motion passed unanimously.
- B. The meeting was adjourned at 4:27 p.m.