

FOOD BANK OF THE SOUTHERN TIER
Development Committee Meeting
 October 29, 2021 9:00 - 10:30 am

Member	In Attendance	Unable to Attend
John Bayne (Chair)	X	
John Alexander	X	
Peter Newman	X	
Dave Radin	X	
Joe Thomas	X	
Alison Wolfe	X	
Julie Monahan	X	
Anis Fadul		X
Amanda Smith-Socaris	X	
<i>Ex-Officio</i>		
Natasha Thompson	X	
<i>Staff</i>		
Meghan Parsons	X	
Lynn Dates	X	

- Welcome and Call to Order** - John Bayne called the meeting to order at 9 am
- Opening Prayer/Poem/Positivity** - Joe Thomas
- Approval of August 20, 2021 Minutes**
*John Alexander made a motion to approve the August 20, 2021 minutes.
 Amanda Smith-Socaris seconded. All were in favor. None opposed.*
- Fundraising Update** - Meghan reviewed the Development and Community Engagement Dashboard which included the following: Departure of new Digital Manager - Meghan will send job description to this group; Strong summer despite no TDK event; Current cumulative giving \$3.7M; 2019 – 2021 strong leveling up at 95% year-over-year increase January through October; Strong direct mail program, working to grow cause marketing, noting paper shortage issues that are causing 2 – 3 week delays in mail; Loyal 4+ 64%, New Last Year 24%. Meghan noted that she will review non-donor volunteer numbers in case of biasing in the wrong direction. John Alexander pointed out the good work of Mary Jane Bray.
- 2022 Fundraising Development Plan** - Meghan reviewed the Development and Community Engagement 2022 Fundraising Plan which included the following: 2022 Budget Expenses Snapshot; Feeding America projections, approach, benchmarking, and recommendations; Strength in Corporate Partnerships; SIF Major gifts; Digital Marketing; Donor Retention; Grant Stewardship; and Planned Giving.
- Action Items Review & Member Report Out** The group discussed the contacts they have made, or anticipate making prior to the next meeting, which included the following: LOTP; Specific tasks and assignments; Estate planning; tailoring specifics when a person gives; Hilfiger \$10K; College representative program – plan a formal program – Meghan will follow up with Alison Wolfe.
- Next meeting dates** - February 4, May 6, August 26, and October 28
- Adjourn** – John Bayne thanked the group for their time and efforts.
 The meeting adjourned at 9:59 am.

Minutes respectfully submitted by, Lynn Dates, *Executive Assistant to Natasha R. Thompson, President & CEO*