



Development Committee Meeting AGENDA
January 31, 2019
8:30 am – 10:00 am

TOPIC	FACILITATOR	ACTION	TIME
1. Welcome and Call to Order	John Bayne		2
2. Opening Prayer	Julie Monahan		2
3. Approval of October 25, 2019 minutes	John Bayne	Approve	3
4. Review (& update if necessary) 2017 tracking calendar	John Bayne	Discussion	10
5. 2019 fundraising results	Meghan Parsons	Presentation & Discussion	15
6. 2020 Development & Community Engagement strategy & how board members can help	Meghan Parsons	Presentation & Discussion	25
7. 40 th Anniversary (2021) campaign/celebration brainstorm	Natasha Thompson	Discussion	15
8. 10/25/19 meeting action items review & member report out	John Bayne	Discussion	15
9. Next meeting dates <ul style="list-style-type: none">• 5/1/20• 7/17/20• 10/30/20	John Bayne		2
10. Adjourn	John Bayne		1

Please contact Lynn Dates (607-796-6061 or lynn.dates@foodbankst.org) if you plan to call in to the meeting

FOOD BANK OF THE SOUTHERN TIER

Development Committee Meeting

October 25, 2019

8:30-10:00 am

Member	In Attendance	Unable to Attend
John Bayne (Chair)	X	
Brigid Allinger	X	
John Alexander		X
Peter Newman	X (Zoom)	
Rebecca Sexton		X
Dave Radin		X
Joe Thomas	X	
Alison Wolfe	X	
Jessica Renner	X	
Julie Monahan	X	
Anis Fadul	X (Zoom)	
<i>Ex-Officio</i>		
Nancy Miller	X	
Natasha Thompson	X	
<i>Staff</i>		
Meghan Parsons	X	
Lynn Dates	X	

1. Welcome and Call to Order

John Bayne called the meeting to order at 8:35 am.

2. Opening Prayer

Julie Monahan led the opening prayer.

3. Approval of July 11, 2019 Minutes

*John Bayne made a motion to approve the July 11, 2019 minutes.
Jessica Renner seconded. All were in favor. None opposed.*

4. Q3 Fundraising results

Meghan reviewed Q3 which are currently in-line year-over-year. She highlighted giving method comparisons for the past 3-years noting direct mail as an outlier due to a coding strategy change, and Circle to Feed Hope was not included in 2017/18. She emphasized focus on stewardship with a team now in place to do more personal solicitation and build corporate sponsorships – streamlining strategy and internal processes. She reviewed giving methods vs. budget goals, and Natasha noted that we are now including event participants in direct mail. The group reviewed the Development and Community Engagement Dashboard handout.

5. 2020 Development & Community Engagement budget and plan

Meghan reminded the group that 40% of our fundraising takes place in Q4. She reviewed strategic analysis and matrix mapping process which includes time tracking for each event. She walked the group through special events noting changes and areas of streamlining. Meghan explained the conservative 2020 budget number, and the group encouraged an internal stretch budget goal since we now have personnel in place to make this happen.

6. Updates

- Fundraising Planning Institute cohort reunion – FPI spent two days at FBST and were impressed by our work. Meghan was (unofficially) asked to speak at next year’s annual conference.
- Board member solicitation will take place during Q1
- Cases for support are used with major donor asks and we’ve added one additional case: Increasing Access and Eliminating Barriers to help understand the consumer experience.
- Circle to Feed Hope Appeal was mailed at the end of September and we’ve already seen some get-backs and other nice wins.
- Cheers for Change – Meghan explained the program and asked for additional ideas.
- Blessing of the Fleet – Major donors have been invited.

7. 7/11/19 meeting action items review & member report out

- Peter – will provide ongoing support and help identify Broome County board members.
- Anis – will connect with Meghan re. Tour de Keuka.
- Jessica – Noted that she was impressed with Feeding America’s FPI and gave kudos to hosting 45 guests; she heard good things from attendees.
 - Excellus hosts 30 students from BOCES program each year who come to FBST to understand non-profit work.
 - Her staff wants to help pack Selfless Elf bags
 - She explained *Social Determinates of Health* – paying out to entities – Jessica provides a Food Bank voice at that table to capitalize on the impact.
- Joe – attended Wegmans celebration in Ithaca and is talking to a wine store in Ithaca, he can check in with Chris Barrett.
- Julie – highlighted LOTP on radio and wondered how we plan to grow this event because she is being asked about how other organizations can participate – Nov/Dec empty bowls for 2020
- Alison – sent emails to find new board mems
- John Bayne – met with Meghan and Natasha last month, his team will volunteer in December and participate in Empty Bowls.

8. Next meeting dates

- 1/31/20
- 5/1/20
- 7/17/20
- 10/30/20

9. Adjourn

Action Items	Responsible	Due Date
Overview of Development results	Meghan	January
Team volunteering for Selfless Elf and participating in Empty Bowls	John	December
Assist with finding new Board members	Alison	December
Check in with Chris Barrett and Cheers for Change in Ithaca	Joe	December
Identify Broom County Board members	Peter	December
Connect with Meghan re. Tour de Keuka	Anis	December

10. Adjourn

The meeting adjourned at 9:55 am.

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