

## ACNL Fundraising/Scholarship/Recognition Committee 2009

### Minutes

March 16, 2009

**Call to Order:** The first committee meeting for the year was called to order at noon.

**Attendees:** Stephanie Mearns, Chair, Kathi Palange, Marsha Nelson, Jami de Santiago, Deb Crist-Grundman, Carol Ansley, BJ Bartleson.  
Excused: Mary Ann Cone, Joan Forte, Patricia McFarland

### **Follow up Items:**

- 1) Funds raised at the 2009 Annual program are still preliminary, but appear to be approximately \$15K. This is a drop of about \$10K from previous years. Clearly the economy has something to do with the drop in funds and the committee will need to look at new ways to generate funds.
- 2) Committee rules reviewed related to travel and expense policies
- 3) The committee roster was reviewed for accuracy. Please submit all changes to [srmearns@pacbell.net](mailto:srmearns@pacbell.net) so corrections can be made.

**Board/Strategic Plan Update:** The new board has not had their first meeting for the year yet. There will not be a review of board issues or the strategic plan today.

### **New Business:**

**Topic:** Brainstorming by the committee about Fundraising. There was a healthy discussion triggered by the presentation created for ACNL by Doug Ismael of the Masons. He has challenged us to move from the “PTA/tin cup on the corner” approach we currently have for fundraising to a bigger vision. Some of the things covered in the brainstorming session were:

- Does ACNL have a compelling/urgent message for people to understand why they should give money?
- Is there a connection between Flo’s Cookie Jar and Leadership development?
- Are our requests for money purposeful and direct?
- Do we have a campaign/branding that is easily identifiable?
- Can people connect our product with outcomes?
- Do we tell stories?

### **Action Items as a result of the brainstorming:**

- Item #1:* Get copies of the slide show Doug Ismael presented out to all of the committee members (S. Mearns to request)
- Item #2:* Discuss with our Board Liaison and the members of the board what our “compelling message” should be. BJ Bartleson to bring back to the board for discussion (are we truly just about Leadership development?)
- Item #3:* Can we leverage stories of previous winners of scholarships to show where they are now? S. Mearns to contact ACNL office for the names of scholarship winners for the last 3 years. She will split the list along with

Carol Ansley and see if we can get some follow up information about, how much money did they receive?, what did it mean to them to receive it?, where are they now?, are they currently in a leadership position?, what are they doing to “pay it forward” to ensure the leadership workforce of the future?

*Item #4:* We need to put a campaign and system in place for automated donation. This can be done through the ACNL office. S. Mearns will pursue this project with P. McFarland, CEO.

*Item #5:* S. Mearns to meet with Jim Wilcox from Stryker. They committed 15K to ACNL every year for scholarships, but are struggling with this commitment at this time in the current economy. More to follow

*Item #6:* Discussion needs to occur with Finance Committee and Board about the opportunity drawing. This has not always been a budget neutral process. In light of the current economy, there needs to be a go forward discussion about how to handle. M. Cohn, S. Mearns to follow up with Board and Finance Committee.

**Topic:** **Next Meeting**

*Action:* S. Mearns requested all to submit 3 days, 3 times and what week of the month works best for each committee member for future meetings. S. Mearns will use this information to set up a meeting on a monthly basis that will meet the majority times for all.

**Topic:** **Adjournment**

The meeting was adjourned at 1:00 pm

Respectfully submitted,

Stephanie Mearns, Chair  
Fundraising/Scholarship/Recognition Committee