**PREVENT CHILD ABUSE ILLINOIS**

**Minutes of Committee Meeting**

**Committee:** Resource Development

**Chair:** Bari Kessler Date: November 9, 2021

## **Present:** Bari Kessler, Becky Weber, Tessa Hobbs-Curley, Lane Caspar, Denise McCaffrey

**Absent:** Stacy Kinter, Alicia Barr

**Discussions and Actions:**

1. **Welcome and Introductions –** Bari thanked everyone who was in attendance and started the meeting.
2. **Reports** **–**
3. **Donations: Corporate, Foundation, and Private Sector Giving –** Lane reported that we received a $5,000 grant from the Community Foundation of the Land of Lincoln for unrestricted funds. The committee went over the New Donations Report. No updates for Corporate or Private Sector Giving.
4. **Board Giving:**
   1. The committee went over the Board Giving Report and suggested Lane send a reminder email to the Board regarding our goal to have 100% Board participation in giving each calendar year. Bari offered to follow up if some Board members do not donate after this reminder email from Lane.
   2. Lane presented the revised Statement on Board Member Fundraising and the new Board Giving Toolkit. The committee reviewed these materials and Denise suggested adding the new “Impact of your Donation” infographic to the toolkit and suggested we mention the toolkit in the recommendation to the Board and the Statement on Board Member Fundraising. Denise also reported that a Board member asked her if we have any materials focused on activities that Board members can do to raise money. Denise suggested we look into this and start brainstorming ideas. Lane will research possible activities and create a new document.
5. **Giving Tuesday –** Lane presented the Giving Tuesday summary and reported our 2021 campaign is “Powering Up to Prevent” and that we have already received a $200 donation. Lane reported we will utilize email blasts and social media to ask the public to donate. Lane reported that the Board can help support this campaign by sending out emails using the email templates Lane sent to the Board, if it is not a conflict of interest for them to do so.
6. **Credit Union Project** **–** Lane reported that we sent out 300 letters to credit unions in Illinois at the end of October. Each envelope included a letter, the new “Impact of your Donation” infographic, the Agency Snapshot, and a training slick.
7. **Social Media / Website Updates –** No updates at this time
8. **Event Updates –**
9. **RibFest:** Canceled this year
10. **Fat Ass 5K:** Lane reported that 10 volunteers from PCA Illinois worked at the water station again this year on October 9. It was a successful event.
11. **FunFest:** Denise reported that we will be making our final decisions about whether we will have the FunFest in January 2022.
12. **Conference:** Lane reported that the virtual conference was October 14-15 and that the event was a success and attendees enjoyed the conference.
13. **Grants Sub-Committee:** No updates at this time.
14. **Digital Trivia Night Fundraiser:** Lane will reach out to the chapters of Kappa Delta and Sigma Delta Tau and see if they are interested in partnering with us on this event in February. Tessa will send Lane the name of a student contact.
15. **Fundraisers/Marketing Brainstorm:** Lane proposed having a CAP Month tee shirt for sale to raise money. Bari suggested making a CAP Month baseball cap to sell. Becky offered to take tee shirts to the GFWC meeting in February to sell if we move forward with this idea.
16. **FY** **22** **Resource** **Development** **Committee** **Description:** The committee approved the change to the description.
17. **Long-Range Plan Goal 4:** Denise reported that she and Tarra will be reevaluating the Strategic Plan Dashboard.
18. **Other:** None
19. **Recommendations** **to** **Board:** To approve the new Statement on Board Member Fundraising and the Board Giving Toolkit.

**Next scheduled meeting:** **Tuesday, February 8, 2022 at 8:30 am**