

Tahoe Fund
Development Committee
DRAFT Meeting Notes, 6/30/11
2pm – 3:30pm
Parasol Board Room

Board members present: Ritchie, Kahn, Wright, Greene, Friedrich
Consultants present: Thaler

I. DEVELOPMENT DIRECTOR SUMMER WORKPLAN

- **Timeline, \$ Goals**

Kahn reported that his initial goal of filling the benefit dinner with Founders was too optimistic. Securing Founders will take longer than he expected and will largely depend on board member involvement. Greene offered that until people get to know who we are and what we do, it's much harder to ask for money. Kahn also added that we need to prove to the other non-profits in the basin that we are not a threat

II. DD FOUNDER'S CIRCLE CAMPAIGN

- **Progress report**

Kahn reported that he has 90 contacts to date with whom he'll commit to speaking. Kahn will distribute the list to the board and ask the board members who have not yet offered names to do so. He will also ask each board member to supply one date to meet one of their contacts provided on the list.

ACTION: Ritchie will email each Board member requesting suggested meeting dates for Kahn.

- **Have all board members given Roger their list?**

Kahn reported he is missing names from Roger Wittenberg and Dan Eaton

Wright offered that Kahn should focus on the \$5k number, suggesting that we can always go back a year or two down the road and ask for more once we are more established. Greene added that the goal is to get as many people as possible involved at any level. Ritchie suggested giving people the opportunity to select the amount they want to donate. Kahn explained he has refined his pitch – starting with the projects and concrete examples of how we will leverage donations. Greene suggested that Kahn find out what each person is interested in first before making an ask; – why do you care about Tahoe? Greene also suggested we consider stock donations.

III. BOARD MEMBER GIVING

- **Goal: 100% at a level that is meaningful to the donor**

After a brief discussion, Ritchie offered to call board members who have not yet made a donation to make a meaningful contribution. The committee also discussed the opportunity for all founding

board members to become Founders. Ritchie will reach out to each founding board member to find out if they want to be a Founder. Wright offered – on a time table that is significant to them.

ACTION:

Ritchie to call board members who have not yet made a donation to make a meaningful contribution for them

Ritchie to call founding board members to find out if they would like to become a Founder

IV. SPECIAL EVENT UPDATE

● **Invitations**

Thaler reported that the invitations should go out to print the week of 7/4 and will be back from the printer the week of 7/11. Thaler also suggested that the special event committee meet in the near future to review the details of the event.

Friedrich suggested that each board member personally sign the invitations going out to their individual contacts.

Greene asked who will invite Sandoval? Kahn offered to speak with Wittenberg. Wright suggested that Senator Feinstein (through Gina) will invite Brown. Wright, Gustafson and Chapman will also work on a list of additional agency people to invite.

The committee discussed the ticket price at length and concluded that reducing the price to \$250 will help fill the room. Wright suggested he would rather fill the room at \$250 than have empty seats at \$350. Thaler was asked to follow up with Gustafson and Chapman on the ticket price. The committee also discussed that anyone willing to pay the \$250 should be added to the invitation list.

ACTION:

Kahn to speak with Wittenberg on inviting Sandoval to benefit dinner

Wright to speak with Gina Brown on the Senator inviting Brown to the benefit dinner

Thaler to follow up with Gustafson and Chapman on ticket price

● **Auction Items**

Kahn reported that Vicki is well on her way securing items for the silent and live auctions. The committee did not like the idea of auctioning off shares of the projects during the live auction. Instead, the committee discussed the goal of converting guests to Founders during the evening – applying the ticket as a down payment. Ritchie suggested that we have board members at every table to facilitate. Ritchie asked Thaler to schedule a special event meeting to further discuss how we will raise money during the evening. Ritchie: will give board members the heads up on this plan

ACTION:

Thaler to schedule special event committee meeting

● **Gifts**

Ritchie asked what type of gifts we will be giving to guests. Thaler reported that each guest will receive a Tahoe Fund blanket inside a recycled tote bag. Ritchie asked if we could find any blankets made of recycled bottle caps. Ritchie would also like to bring in local organizations to

help. Thaler also reported that seedlings may be incorporated as the table centerpieces and that perhaps extra food could be given to Project MANA.

ACTION:

Thaler to research recycled blankets

- **Cocktail parties**

Kahn reported that Vicki is working on cocktail receptions on 7/7 and 7/10 to present the Tahoe Fund to potential Founders. Greene asked how we will follow up with the attendees and advised that we have our follow-up plan ready before our benefit dinner. Greene stressed that our follow-up will be very important and require a lot of work, and that our follow-up with Summit attendees will be different than our follow-up with our dinner guests. Friedrich suggested that we plan out in advance with whom each board member will speak at the benefit dinner and follow up post event. Greene committed to emailing the committee a suggested follow-up plan.

ACTION:

Greene to email committee suggested follow-up plan for dinner guests and Summit attendees

V. DEVELOPMENT and EVENTS COMMITTEES COMPOSITION

- Sorry, Cory – had to leave before we got to this item...do you have anything you want to add?

VI. MISC

- Wright reported that there will be a photography show at the Summit but we will not need to facilitate anything for this exhibit.

ACTION:

Wright to email the committee the details.