

Ellensburg School District Education Foundation
Meeting Minutes
12/15/05

The meeting was called to order at 4:35 p.m. in the Morgan Library by President Connie Dunnington.

Present were: Mike McCloskey, Bonnie Price, Bob Titus, Kathleen Beach, Connie Dunnington, Cassie Allison

MINUTES:

Although a quorum was not present in order to approve the minutes, Connie announced that the minutes from the last meeting were "stupendous."

Treasurer's Report:

- None

Abbreviated Agenda:

Resignation:

- Doug Murphy's resignation was accepted with regret. We wish him well.

Nicolai:

- It was announced that due to a reduction in price, grant recipient Judi Nicolai had asked for and received permission to purchase a second projector for use at EHS.

Website:

- Cassie reported some issues with billing from Yahoo for our website. The problem seems to have been corrected. Connie agreed to have to charge continue to be on her credit card until reimbursement.

New Business:

A discussion of current issues in the district ensued.

Video:

Mike shared the video "Raising More Money" with Terry Axelrod. The video suggested a four-step process for non-profit groups to raise money. The following is a brief summary of Axelrod's remarks:

Step 1

Host a **Point of Entry**
Include an **Emotional Hook**
Capture Names from event

Step 2

Follow Up
Thank people for attending
Ask attendees what they thought
Be quiet and Listen
Ask "Is there any way you can see yourself getting involved with us?"
Ask if they can suggest others to invite

Be sure to make multiple contacts between the P.O.E. and the "Ask"

Step 3

Hold a free **One-hour Ask Event**

Event would be **free for all**

Can be held during **breakfast** or **lunch**

Event must be **one hour ONLY!** Must start and end on time

No minimum or maximum needed to give

If event benefits kids, have kids be **greeters**

Begin with a short **emotional hook**

Invite people to enjoy their meal for about 10 minutes while looking @ program

Have a **visionary leader** talk for about seven minutes. Explain:

- Where we've been
- Where we are
- Where we want to go

Include seven-minute **video**

- Video must move people to tears no less than three times

Have a **live testimonial**

Have someone **make the pitch**

- He/She should be credible
- Help audience to understand the pledge card
- Give choices for pledges and multiple year giving
- Do not have pledge card on table initially - pass them out during pitch

Call everyone who made pledges **the next day!**

Step 4

Introduce Others

Have a **Point of Re-entry**

Host a **Feel Good Event**

The next meeting will be, Thursday, January 19, 2006.

Meeting was adjourned at 6:30 p.m.

Respectfully submitted,

Michael P. McCloskey
Secretary