

Ellensburg School District Education Foundation

Fundraising Retreat - Monday, July 5, 2021, 5:00 pm, Ellensburg Pasta Company

Board Members Present:

Michele Cawley Mary Gordon	Mike McCloskey Lowell Murphree	Maureen Rust Dick Wedin
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Board Members Excused: Jinger Haberer, Hilda Pena-Alfaro, Brandon Robertson

Board Members Absent: Tara Brown

Guest Attendance: None

Welcome and Call to Order: Mary called the meeting to order at 5:02 pm.

2020 Recap: The group discussed what we liked and what we wanted to change about the 2020 event. Positives: sponsor support (both financially and at the event), creating table seating charts, food and bar went smoothly, good video, ESD trivia, check in and check out was well staffed, great returns on our silent auction, folks enjoyed the games, dessert dash was a great success both financially and entertainment-wise, we did well overall financially, everyone had fun. Things to work on: Mary needs more help, ticket price is just covering dinner cost, sound was too loud, need more volunteers for games and new games that involve more attendees, Mike can't do games well and MC, missed the grand prize to keep folks in the room, bigger screen from CWU was great but still hard to see in the back corner, layout needs work so everything flows better.

Fundraiser Goal: After much discussion, it was decided to leave our financial goal at \$30,000 and do our best to control expenses. Reaching this goal will involve strong sponsor support and Dick is worried the landscape has changed somewhat since the pandemic. The group decided it's worth it to try.

Silent Auction: Mary reported we had a very financially successful silent auction in 2020 due to an enthusiastic bidding crowd, great items, and dedicated effort to close down games so folks can complete bidding and not feel they need to be in two places at once. Mary will have procurement packets ready for our monthly August meeting. Improvements to be made: need more volunteers, and better training so volunteers don't miss details needed for tracking data. Games and closing of the auction should be staggered.

Venue: Discussion followed regarding our crowd size and the venue. We have the option of the Teanaway room and the Armory. It was decided to stay with the Teanaway Room. We need to continue to tweak the layout for better traffic flow. The audience will be capped at 160. Mike will check to see if the ESD sound equipment is available for our use.

Format of Event: It was decided to stay with the Super Bowl Warm Up theme as this is what we are known for. We will ask EPC to do the food and bar, and request pasta. We need a coordinator for the Dessert Dash and Games. Mary will ask Cara Marrs and Missy Davis if they can help with either. We need to invest in better display plates for the desserts (no one should be using a personal plate) and more to-go containers for leftovers. We will seat guests in table groups again

this year. Mary asked for help getting names from sponsors and setting all deadlines early.

Sponsors: Dick thinks we should start early to try to obtain sponsors. A few sponsors from our past events have sold their businesses or closed their doors. We'll need to create a list of new names we can approach for support. Dick will start the process with Brandon and Tara soon. Mary will send updated paperwork to Dick ASAP. Dick feels we should keep the sponsorship levels and tickets comped for each level the same. Sponsor tickets will have a deadline and if not used, can be re-sold.

Tickets: Dick would like to keep the mail in and online ticket sales options the same as before. It was decided to increase the ticket price to \$30. Ticket packets will be stuffed by December 1 and will be mailed on January 2nd. Online tickets will also be available on January 2nd. Deadline to purchase tickets will be Tuesday, January 25th in order to get our food counts to EPC.

Games: Mike would like to have someone else coordinate games and game volunteers so he can concentrate on being the MC. The bigger games like the Wine Walk are popular and allow many guests to play at once. We need to brainstorm new games. Mike suggests we bring the grand prize back as a culminating activity to keep folks in the room.

Presentation: Mary offered to create the presentation but cannot collect content. Discussion followed on how to gather good content for the video to showcase how we help kids. Mike will inquire about using the ESD sound and video equipment.

Assignment of tasks:

- Create procurement packets for the silent auction- **Mary**
- Set up sponsorship format and ask (businesses to approach, tickets given, etc)- **Dick with help from Brandon and Tara**
- Presentation- **Mary to create and board to gather content**
- Games- new ideas, fresh look- **Mary to ask Missy Davis to coordinate**
- Tickets and Poster- **Mary to create, board members to stuff packets and distribute posters**
- PR and Outreach- **Maureen**
- Find Dessert Dash Coordinator- **Mary to ask Cara Marrs**
- Research the use of two monitor system for linked check in and check out- **Mike (ESD) and Lowell (Computability)**
- Potential check in/out, auction help: Roylene Crawford and Diana Tasker- **Mike**
- Updating mailing list and creating a better way to reach all school district employees- **board**

Submitted by Mary Gordon, Rotating Secretary