

PREVENT CHILD ABUSE
Minutes of Committee Meeting

Committee: Resource Development

Chair: Bari Kessler

Date: August 10, 2021

Present: Bari Kessler, Becky Weber, Lane Caspar, Denise McCaffrey

Absent: Stacy Kinter, Alicia Barr, Tessa Hobbs-Curley

Discussions and Actions:

1. **Welcome and Introductions** – Bari thanked everyone who was in attendance and started the meeting.
2. **Reports** –
 - a. **Donations: Corporate, Foundation, Board and Other Private Sector Giving** – No updates currently for Corporate, Foundation, or Private Sector Giving.
 - a. **Board Giving:** Lane presented our current “5 Ways List” for Board Giving. Denise suggested we clarify whether we are asking for gifts on a fiscal year or calendar year. Denise also presented ideas from the PCA America conference over fundraising. Denise will send this information to Lane and Lane will work on updating the “5 Ways List.” Bari agreed that sending more reminders to the board that giving is expected and all of the various ways they can give is a good idea. Bari suggested creating a letter template that board members can use to solicit donors in their personal life. Denise suggested creating a “toolkit” to send to board members with the board donation expectations, the updated “5 Ways List” and the letter templates to make it as simple as possible. Lane will work on this.
3. **Credit Union Project** – Mark suggested we reach out to all credit unions in Illinois to ask them to donate. Lane has a master Excel list started and will continue to research credit unions in Illinois. Denise said postage is not an issue, so we could include a couple of our brochures or parenting slicks in addition to a letter and the Agency Snapshot. Bari agreed this is a good idea, and suggested we send a letter soon but follow up with an email or additional letter later in the year, so our request isn’t overlooked. Lane suggested sending the letters by the end of August if possible then following up later this year.
4. **Social Media / Website Updates** – Lane has been working on new social media efforts, including Staff Spotlights and educational posts on Instagram. These are doing well and are increasing follower engagement. One staff spotlight reached over 1000 people and had over 300 engagements, which is a huge increase from our typical numbers. Lane is also working on updating the website in collaboration with the rest of staff. Denise suggested we include in the board “toolkit” all of our social media profiles and encourage the board to support our posts to help increase our reach on social media. Denise also suggested we make sure that all board members are receiving email blasts correctly.
5. **Event Updates** –
 - a. **RibFest:** Canceled this year
 - b. **Fat Ass 5K:** October 9, 2021 is the event date. Currently we have 10 volunteers signed up between staff and board. 3 cannot attend. Lane will send a reminder to staff and board who have not replied. We are working a water station again this year.
 - c. **FunFest:** FunFest is canceled this year. Denise asked the committee for suggestions about this event, as it has been rained out in the past. The committee agreed that weather is hard to contend with. Becky suggested an indoor event in winter instead, when parents are looking for indoor activities. Denise and Becky decided to bring this up to the board during the September Board Meeting.
 - d. **Conference:** Virtual conference is scheduled for October 14-15. Reduced price to \$99. Denise and Lane are working extensively with VFairs to get the conference ready. Conference Brochure was sent out and registration is officially open.
6. **Grants Sub-Committee:** Lane reached out to Jennifer, and she said the sub-committee only met twice and hadn’t started the master list of grants and due dates yet. Denise reported that they had planned

to use UIS's grant search resource to apply to multiple new grants a year. The committee decided to table this discussion for now and revisit in a few months when staff has more time and resources to dedicate to this project.

7. **Digital Trivia Night Fundraiser:** Lane is working on this project. Lane reported that there are several active collegiate and alumnae Kappa Delta chapters and two active Sigma Delta Tau chapters that we can reach out to and ask to help promote the event. A competition between different chapters on college campuses was suggested to increase ticket sales, however Lane expressed concerns about motivating chapters who have philanthropy efforts outside of PCA America to participate. It is harder to motivate chapters who have their own philanthropy events for different organizations. Lane suggested creating a "toolkit" for the collegiate and alumnae chapters of Kappa Delta and Sigma Delta Tau so that they can easily promote the event on their social media platforms as well as circulate to their own contacts. We can still encourage the chapters to participate themselves but put an emphasis on promotion. The committee discussed the pros and cons of making the trivia night themed around Halloween, Disney, etc. The committee discussed whether we should have two events: one for kids specifically and one for adults. We decided to look into prices more; Lane will contact Big Baig of Tricks to get a quote for a themed event that is kid friendly.
8. **Fundraisers/Marketing Brainstorm:** None at this time.
9. **FY 22 Resource Development Committee Description:** Changed third to last goal to read "Reevaluate the Grants Subcommittee"
10. **Long-Range Plan Goal 4:** No changes currently.
11. **Other:** The committee looked at and is revising the Statement on Board Member Fundraising and decided that the newly developed board giving "tool kit" that includes the revamped "5 Ways List" will be part of the statement.
12. **Recommendations to Board:** None currently.

Next scheduled meeting: [Tuesday, November 9, 2021 at 8:30 am](#)