

PREVENT CHILD ABUSE ILLINOIS
Minutes of Committee Meeting

Committee: Resource Development

Chair: Bari Kessler

Date: February 8, 2022

Present: Bari Kessler, Tessa Hobbs-Curley, Lane Caspar, Denise McCaffrey

Absent: Stacy Kinter, Alicia Barr, Becky Weber

Discussions and Actions:

1. **Welcome and Introductions** – Lane thanked everyone who was in attendance and started the meeting.
2. **Reports** –
 - a. **Donations: Corporate, Foundation, and Private Sector Giving** – Lane reported that Denise and Lane are working to create a list of corporations in Illinois to solicit donations. The committee went over the New Donations Report and Lane pointed out a new recurring donor. The committee discussed new ways to thank donors, such as featuring them on the website on the Donations page or on the Homepage in the featured slider section. Tessa pointed out some donors may want to be publicly thanked while others may not; we should add this question to our donation form. Lane will research best practices for thanking donors to get more ideas. No updates for Foundation or Private Sector Giving.
 - b. **Board Giving:**
 - a. The committee went over the Board Giving Report and Lane reported she has received three Board Giving Pledge Forms so far. Bari suggested making the Pledge Form a fillable PDF rather than a Word document to make it easier for Board members to fill it out promptly. Bari volunteered to send out an email reminder to Board members and will copy Denise and Lane.
3. **Credit Union Project** – Lane reported that we have only gotten three letters back out of 300, which means our mailing was delivered successfully. Although we only got one donation from the direct mailing, Denise pointed out that we gained valuable experience and new materials from sending out this mailing, and it cost the agency almost nothing to send it out. Overall a successful project.
4. **Social Media / Website Updates** – Lane reported that the website is a continuous work in progress.
5. **Event Updates** –
 - a. **RibFest:** Canceled this year
 - b. **Fat Ass 5K:** Lane reported that we will be receiving a check from them on 2/9/22.
 - c. **FunFest:** Lane reported that we decided to not have the FunFest this year due to concerns regarding COVID-19 and making the event successful amid restrictions. Denise reported that we have been brainstorming new fundraising events with staff and are open to any new ideas.
 - d. **Conference:** Denise reported that the next conference will be held October 13-14, 2022, and that she is hoping to have the conference in person this year. We will make the final decision soon.
6. **Grants Sub-Committee:** No updates at this time.
7. **Digital Trivia Night Fundraiser:** Lane and Denise reported that they met with three chapters of Kappa Delta sorority, and they are very interested and excited for this event. Lane reported that one chapter even offered to involve all chapters on campus in the event. The committee discussed the best price per ticket and decided that \$10 per person should be the minimum. Bari suggested a tiered system, where teams would pay different prices depending on the number of team members playing. Denise suggested having the event on April 3, and that we should solidify the date with the chapters ASAP. Lane will reach out to the chapters with the proposed date and Big Baig of Tricks to get the event scheduled. Lane will also work on the tiered ticket price breakdown.
8. **Fundraisers/Marketing Brainstorm:** Denise reported that we are looking into having bibs and onesies for CAP Month. Tessa suggested utilizing Greek life chapters again in a tee shirt design or poster design contest. Bari suggested partnering with gas stations to have a portion of sales be donated to us through April. Bari will send Lane more information about this.
9. **Long-Range Plan Goal 4:** Lane reported that Denise and Tarra worked to reevaluate the Strategic Plan Dashboard, and now certain goals are measured in percentages which helps us to see our progress. Denise reported that the updated Dashboard will be available to Board members at the Board Meeting in March.
10. **Other:** None.
11. **Recommendations to Board:** None.

Next scheduled meeting: [Tuesday, May 10, 2022 at 8:30 am](#)