

Fundraising Committee Meeting Minutes
February 24th, 2021 4:00pm

Attendance Via Zoom: Summer Huber (Board Member/ Committee Chair), Whitney Gaines (Board Member), Renae Furnee (ED)

1. Committee Chair: Summer will be the committee chair. As chair she will be responsible for the following:
 - a. Email Meeting Reminders
 - b. Record Minutes from Meetings
 - c. Send Minutes to Committee Members & Board President
 - d. Create Agenda
 - e. Give Committee Updates at Board Meetings

2. Financial Responsibility
 - a. Committee vs. Board

Committee discussed the financial responsibilities of the board as well as the committee. The committee is concerned the board may now think that because there is a fundraising committee in place they no longer have a role in fundraising. This is not the case. The board will maintain a role in fundraising in soliciting sponsors and marketing events in the sphere of influence. See committee responsibilities at the beginning. Discussed the need to remind the board that fundraising is a 12 month project.

Also discussed how in the budget there is a line item for Board member annual commitment (\$1500) but this actually should not be there because many board members solicit funds (as part of their \$1500 annual commitment) as part of events. Talked about how there is not a clear way to track the amount board members are soliciting. Loosely talked about the idea of having board members track what they bring in but decided this could possibly be something the Board Development committee can figure out?

3. 2021 Events
 - a. February 13th- Night of Hope Gala Goal: \$50k/Actual: \$15k (Before Expenses)

We discussed that we were disappointed in the overall "attendance" of the event. The most viewers we had were 36, and about 5 were the fundraising committee. Renae did an amazing job with all the work she put into the event. We had over \$6,000 value in auction items and raised about \$2,800. We only had 39 people bidding on items. We would have like to see overall more board members marketing the event in the weeks leading up to the virtual event.

Question for board: It seems like the general board members felt that \$15,000 was a good amount raised. Any ideas on how we can recoup any of the funds we did not raise?

Save the date March 5th 2022 for gala.

- b. April 24th- Rock the Block Goal: \$2k

We have about 30 people signed up from last year that rolled over to this years event. The following board members have already registered for the event: Summer, Lara, Savannah, Laurel, Wayne. We need board members to begin sharing about the event.

- c. September ? - Golf Outing: Goal: \$7500

Waiting for a date and location from Keith for the golf outing.

4. Other Fundraising Opportunities

- a. March- Papa Murphy's Goal: \$100
- b. November/December- Bonfire Fundraiser Goal ??
- c. Trivia Night- Summer is going to contact Mashcraft and look into this option
- d. Car Wash - Partner with a local youth organization (youth group, boy scouts, girl scouts etc) to host a car wash with ROH as the benefit.
- e. Fundraiser at Hooser Brewing (Whittney is looking into this as an option)
- f. Summer concert series-Summer
- g. Wine at the Line (mallow Run) -Summer
- h. Whiteland Allstate fundraiser- decided to not pursue this option
- i. Sell flowers at farmers market-Summer
- j. ATA Fundraiser-Renae
- k. Motorcycle Ride Fundraiser- Renae

5. New committee members

Looking for new committee members. They do not need to be on the board. More members mean less workload.

6. Action Items Recap:

Summer:

- Contact Mashcraft about Trivia Fundraiser (November)
- Contact Mallow run regarding summer concert series and Wine at the Line
- Bargersville event contact
- JP Flowers at Franklin Farmers Market

Whittney

- Contact Hoosier Brewing about doing a fundraiser for June/July
- Brainstorm other fundraising ideas

Renae

- Contact WAMM
- Contact Youth Group/peer group about having a car wash fundraiser
- ATA Pilsung Fundraiser

- Contact Sue about a motorcycle ride fundraiser

Next Meeting Wednesday, March 17th at 4pm via Zoom.