

GIRL SCOUTS HEART OF NEW JERSEY COMMITTEE/TASK GROUP MEETING MINUTES

COMMITTEE: FUND DEVELOPMENT COMMITTEE
DATE: Thursday, February 6, 2020
TIME: 7:00 pm
Call In Number 515-606-5187 Access Code: 161829
LOCATION: Westfield
CHAIR: Dianna Beck-Clemens
PURPOSE OF MEETING: General Meeting

INVITEES / ATTENDEES:

Name	Present
Dianna Beck-Clemens: Board Chair	No
Malissa Cass: Volunteer	No
Natasha Hemmings : CEO	No
Mary Beth Dunn: Volunteer	Yes
Maureen McNamara: Board	Yes
Charles Mierswa: Board	Yes
Lydia Smith: Volunteer	Phone
Deborah Stahl: Volunteer	No
Mara Tolas: Director of Development	Yes

AGENDA:

1. Fund Development Report Out: Mara
 - a. Mara Overall: Mara reported that as of the date of the meeting, FD had brought in \$292,876. This is 44% of the way to the \$660,000 goal.
 - b. Mary Beth: Update: YWoV
 - The event theme will be Sustainability, which could incorporate different aspects including financial, technological and environmental
 - The committee and staff were working on a tagline to reflect the theme, and better explain the connection to the event title
 - Sponsors solicitation is underway. The presenting sponsor payment by Verizon should be received before the end of February
 - The committee has been working to narrow down the list of potential and available speakers. They have had discussions with Verizon's women's affinity group, WAVES. This group is interested in acting on our shared alignment, and the committee/staff is working to build a relationship, while remaining the lead of this event. **Mary Beth asked the Fund Development Committee to share information regarding potential female speakers, who align with our mission and the event theme.**
2. Malissa Cass Update: Cookie Cook-Off
 - a. In Malissa's absence, Mara and Mary Beth shared the information and discussions from the meeting that occurred right before the FDC meeting.

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10. Recruiting New Committee Members

Mary Beth was going to reach out to Naima, to make sure new BOD members will be invited to the Cook-off. A discussion was had surrounding the possibility of incoming BOD members joining the FDC.

11. Production of Video Testimonials “Why I Give?”

Tabled. Mara was not sure what discussion was already had, and where it stands.

12. Comprehensive Corporate Partnership Program package

Mara shared that the brochure is under design review with staff.

13. Mary Beth questioned if another FDC meeting should occur, prior to 6/4/2020.

Action Item	Assigned to	Status
Support efforts to increase corporate awareness of financial giving	Board	Ongoing
Attend all scheduled events	Board	Ongoing
UPDATE Board Web Page: Policies	Michael	ASAP
Thank a Thon Notification	Mara	
G.I.R.L. Community Championship Start Date	Mara & Charles	
New Members for YVOW	Mara and BDC	
Identifying Former Board Members	Mara	
Union County Freeholders Grant Inquiry	Lydia Smith	

NEXT MEETING:

Date: June 4, 2020 at the Westfield Service Center

ANNOUNCEMENTS – UPCOMING EVENTS

Cookie Cook- Off March 12

Annual Meeting and Volunteer Recognition Dinner: April 22

Gold Award Ceremony: May 16

Young Women of Vision: September 18

ONGOING ITEMS: TABLED

- Status: Identifying GSHNJ Alumnae
- STEM
- Use of Evergreen Members