

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

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**COMMITTEE:** FUND DEVELOPMENT COMMITTEE  
**DATE:** Thursday, November 5, 2020  
**TIME:** 7:00 pm  
**LOCATION:** Virtual - Zoom  
**CHAIR:** Maureen McNamara  
**PURPOSE OF MEETING:** General Meeting

## INVITEES / ATTENDEES:

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Name	Present
Dianna Beck-Clemens: Board Chair	Yes
Malissa Cass	Yes
Wendy Deer	Yes
Mary Beth Dunn	Yes
Gretchen Horowitz	No
Joie Johnson-Walker	Yes
Irene Laki	Yes
Maureen McNamara: Committee Chair	Yes
Charles Mierswa	Yes
Asia Norton	Yes
Lydia Smith	Yes
Jessica Viota	
Mara Tolas: Director of Development	Yes
Natasha Hemmings: CEO	Yes

## AGENDA:

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1. Introductions – see attached slide for Committee Members
2. Fund Development Committee Charge
  - a. The committee's primary responsibility is to ensure the Board of Directors achieves the annual fundraising goal to ensure the fiscal health of GSHNJ. Our fundraising goals are integrated with our operational capability. The FD committee should review and monitor progress to achieving our FD plan and make recommendations to any updates. The FD Committee will engage BOD in identifying, cultivating and soliciting donors.
  - b. Committee members agreed we need to understand our donor base and need a system to track information on donors.
  - c. The committee discussed edits to the committee charge which will be submitted to the next board meeting for app
3. FY21 Overall Fund Development Plan
  - a. FY21 began Oct 1, 2020. The Fundraising Goal is \$660,000 – this is flat compared to FY20 goal. Year over year increase in budget projections are as follows: 12% FY21 to FY22 (\$740,000); 15% from FY22 to FY23(\$850,000), 10% from FY23 to FY24(\$935,000).

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- b. Strategy: Primary areas of focus include: Corporate (& Civic), Individual (major) and Grants (incl govt). Secondary focus is individual giving (incl. annual family campaign)
  - c. There were many ideas shared for how we work towards surpassing our goals.
    - How to address Board members who do not meet their fundraising commitments. Current plan is for Dianna, as Board chair, to have follow up conversations with these members.
    - BOD to leverage their networks
    - Outreach to parents of our girl scouts and service unit managers to make entre to the companies they work for (esp contacts in Fortune 500). Help them understand the need for council.
    - Create an event or moment where select people are invited to hear the state of affairs of GSHNJ to learn more about what GS is doing. And consider doing it qtrly.
    - Move away from the mentality that we are struggling from COVID stress. Instead invite people to be part of something larger than themselves.
    - How do we engage our GS Alums?
    - **Action: Committee members to provide feedback on additional ideas to Maureen.**
4. Ways to invest
- a. Annual Appeal runs from Nov 21 through Jan 4. Mailing is already at mailing house.
  - b. A new peer to peer tool will be rolled out (timing?)
5. Foundations and Corporate engagement and company list
- a. Mara shared the list of corporate partners and foundations. **Action: Committee members to review the list and suggest new or note where you have contacts. This will be shared with BOD to seek their input as well. Additions can be sent to the Fund Development email - FundDevelopment@gshnj.org**
6. Fund Development Committee Meetings
- a. It was agreed to meet again before the year end. Next meeting will be held on Thursday, Dec 3<sup>rd</sup> at 6pm.
  - b. It was agreed to change the start time for all 2021 meetings to 6pm. 2021 meetings are as follows: First Thursday of the month of Feb 4; April 15; Jun 3 and Sept 2<sup>nd</sup>.
  - c. Note: the next BOD meeting is Feb 8<sup>th</sup>.

Action Item	Assigned to	Status
Provide feedback on overall FD strategy and ideas to achieve our fundraising goals to Maureen	Committee	Ongoing
Committee members to review the list of corporations and foundations and send additions to the Fund Development email - FundDevelopment@gshnj.org	Committee	Ongoing
Follow-up with Board members who have not met their fundraising commitments	Dianna Beck Clemmens	

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**NEXT MEETING:**

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Date: Dec 3<sup>rd</sup> at 6pm via Zoom

**ANNOUNCEMENTS - UPCOMING EVENTS**

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