

## **RCP Fundraising Sub-Committee Minutes for 06/23/2010**

In Attendance: Amber Brookins-Chair, Amy Mackey, Rina Caldwell, Natalie Kruse, and Brian Blair

Meeting was called to order at 4:00pm.

As the first meeting of the newly formed Sub-Committee for Fundraising it was proposed that a list of discussion items be suggested by the group.

The suggested topics adopted for discussion were: The overall goal of RCP fundraising as well as the particular items of the 2010 Poker Run, a benefit band show at Jackie-O's, how to adopt the fundraising project completed by OU students for Raccoon Creek, suggestions for other fundraising ideas.

1<sup>st</sup> topic: The goal of RCP fundraising.

The group revisited the original goal of RCP's fundraising efforts which was to help with financial support for the coordinator and water quality specialist positions.

It was noted that funding for outreach activities and the Waterloo center are now also an important part of that goal. Though, given the success of camps this year, it may turn out that Education Center activities could be self-sustaining should participation in pay activities such as summer camps continue at current levels.

Rina suggested that an important step in moving forward would be the creation of a detailed budget for Raccoon Creek, including outreach, equipment, and personnel so that fundraising efforts and results could be properly allocated to areas of need.

Amy added that the RCP bylaws required such a budget yearly and agreed that there was a need to decide where fundraising funds should be allocated. This led to a committee discussion where it was agreed by the committee that this would be a beneficial step in planning for the future of fundraising and funds allocation.

**Action Item:** Amber, sub-committee chair, volunteered to put together an annual budget for review with input from staff and RCP board members on costs associated with staff and waterloo events/building maintenance.

It was agreed that once a budget is available for review, a discussion on if and/or how fundraising efforts can be expanded/focused to continue to provide support for waterloo while also meeting the original goals of staff/equipment support for Raccoon Creek restoration efforts.

2<sup>nd</sup> topic: Fundraising Project by Ohio University Masters Students

Amy passed out a copy of the "corporate sponsorship campaign" created for Raccoon Creek by Master's students Dana Larsen & Hillary Shilosio.

It was suggested that the Partnership should make use of the corporate sponsorship letters made by the students as they are a great resource just waiting to be implemented. This was agreed upon by the committee and the letters were reviewed briefly by all in attendance.

After a short review, it was observed that the letters seemed to dedicate all corporate donated funds specifically to summer camps. Since the camp model has proven to be self sustaining through participation fees and other, dedicated fundraising efforts, the committee agreed that it would be advisable to modify the letters to allow donated funds to go toward other RCP supported efforts such as water testing equipment and the coordinator and water quality specialist positions.

**Action Item:** Brian volunteered to work on updating the language in the corporate sponsorship letters to reflect this broader donation request. Letters to be reviewed by the committee before mailing.

Natalie suggested that the Raccoon Creek video, currently near completion, being created by another master's student at OU, would make an excellent supplement to the corporate sponsorship letter.

The committee agreed that this was an excellent idea and that these two items would be sent out packaged with a RCP decal, most recent newsletter, and membership brochure once the movie is complete. Amy volunteered to contact the student for an estimated completion date.

### 3<sup>rd</sup> Topic: 2010 Poker Run

A vote for the continuance of a Poker Run event for 2010 is scheduled for the next full RCP board meeting on June 30<sup>th</sup>. It was acknowledged by the sub-committee that past challenges in volunteer and participation levels make the success of a poker run event uncertain.

It was agreed that a 2010 Poker Run event, if approved, will require a dedicated pursuit of sponsors, volunteers, and participants by all board members and Raccoon Creek partners. In order to facilitate this kind of broad endeavor, it will be essential to have a master list of volunteer tasks and discussions/decisions needed to work toward a successful event.

Items discussed by the sub-committee to be included on such a list included: T-shirts (yes or no) and if so the design, ordering, and cost to participants (free or fee?), prizes (should they be changed), route (improving maps from last year, possibly changing/adding stops to broaden participation and support local economies i.e. Etta's, McArthur, others), securing sponsorships, "day of" volunteers for stops and support, website for poker run, sign making, food for waterloo stop, etc.

**Action Item:** Natalie agreed to create a volunteer master list of poker run volunteer opportunities to provide to the full board for the next meeting provided the board vote passes the event for 2010. A map of last year's route will also be offered for route suggestions/modifications.

**Action Item:** Due to there being strong opinions amongst the board regarding the Poker Run event and to encourage a truly democratic board vote, it was suggested that the vote on whether or not to proceed for 2010 will be done by secret ballot at the June board meeting. Brian agreed to create and distribute the ballots during the meeting.

#### 4<sup>th</sup> topic: Additional Fundraising Ideas:

Amber proposed to the sub-committee that there was a need in RCP to work toward greater fundraising to meet all the goals set forth in the RCP bylaws. With an emphasis on whole family oriented opportunities.

Amy agreed, noting that memberships currently account for the majority of funds raised, with fund raising events making up a much smaller share of what RCP needs to reach its goals.

While brainstorming for additional fundraising ideas, Rina suggested that a workshop model might be a good idea. Making bat boxes, grafting apple trees, and other projects were floated as individual day activities that could provide an attractive opportunity for all sorts of community members and could draw enough participation to bring in significant donations to RCP.

The sub-committee agreed that this sounded like an excellent idea that would provide value to community members and to RCP without requiring large investments of planning or time to create successful events.

Natalie suggested that the RCP approach its members and ask if anyone would be interested donating their talents in volunteering to host such a workshop (ex: composting, permaculture, etc.).

The committee agreed that this would be a wonderful idea and that a possible scheduling of one such event per month could be a rewarding and sustainable fund raising source.

Due to current scheduling obligations and poker run duties, it was agreed to begin pursuing this new initiative later in the year.

#### 5<sup>th</sup> topic: Live Music Event at Jackie-O's:

A topic of past discussions among RCP, the idea of having a live music event in Athens as a fundraiser was revisited.

The committee agreed that this was still an excellent idea and implementation should begin as soon as possible.

Jackie-O's was recognized as the only available venue as Casa Cantina no longer allows for fundraisers in its establishment.

**Action Item:** Rina is unable to assist with the planning of the event due to a full schedule for the remainder of her Americorps term; however she does have a contact at the venue known as "Junebug." She agreed to contact this individual regarding such an event and then turn over the planning/execution to other RCP members.

**Action Item:** A member of RCP, Tim Ferrell, has volunteered to contact a local band he is familiar with to determine if they would be interested in performing for the event.

The sub-committee discussed advertising, promotion, and funds collection as concerns that will need to be addressed if the event moves forward with the approval of the venue.

Rina offered the suggestion that flyers were unnecessary for success at such an event, it's more important to recruit friends, family, and to get your event listed in "What's Happening" in the Athens News.

The event is on hold until a venue and performer are secured.

Next Meeting of the Fundraising Sub-Committee:

The next meeting was scheduled for August 5<sup>th</sup> 2010 at 6pm and a room will be reserved at Ilgard for the meeting. All RCP members will be invited to attend the meeting and participants are asked to RSVP.

The meeting was adjourned at 6pm.