



HOPE 4 Youth Committee

Meeting Minutes

- Executive Committee
- Development Committee
- Finance Committee
- Nominations Committee
- Strategic Planning Committee
- Other _____

Date: August 17, 2022

Time: 3 PM

Committee Chair: JJ Slag

Attendees: Steve Nash, Rich Branham, Don Phillips, Julie Cole, LaChelle Williams, Julie Orlando, Nikki Calvin, Danielle Snider (minutes)

Absent: JJ Slag

Agenda Items:

- Updates on H4Y Night at Running Aces, community drives, and fall tours
- Advancement scorecard
- Summer appeal
- Out of the Cold

Meeting Notes:

- Updates
 - H4Y Night at Running Aces
 - We collected over \$200 and quite a few items. Thank you Rich for coming! For our first time and having zero cost to entry, it was great!
 - LaChelle shared that a connection bubbled up from this event that has something exciting regarding DAFs. LaChelle is meeting with him next week. More details to come.
 - Community Drives
 - There was an influx of community support after our viral social media post and subsequent news stories. We have received well over 8,000 pounds of food, clothing, and other items. Our volunteers have really stepped up to get all these donations processed, even coming in on evenings and weekends to get this done.
 - Several community events are coming up that require very little work on our part, but we are the beneficiaries of the funds that come from them.
 - Fall Tours
 - A Look Inside HOPE is returning. Focusing on Tuesday mornings when the DIC is already closed. This is a great opportunity for us to host community members, groups, and donors.
 - These tours will be starting 9/13 at 10 AM for 45 minutes. Nikki, Julie, and Casey (the Drop-In Center Program Manager) will be doing tours with up to 15 people. Dates to come
- Advancement Scorecard: What's helpful, what's not, what's missing?
 - We would love a fresh set of eyes to delve into the helpfulness of the information provided in the Advancement Scorecard.
 - Julie C loves the "Up from" section showing the comparison to the previous year. She would love to have the goal to see how we're trending month over month toward goal as well.
 - Don - YTD relative to goal/budget would be able to see how we're trending. It would be a little more intuitive when looking at it if we included that.
 - Rich asked about the significant increase in our social media stats. The reason for the increase was cited as the viral social media ask for help.

- It would be interesting to see why the Donations have doubled since last year. Nikki cited that Social and Civic Organizational giving is doing well.
 - If this is going to be a standalone document, this needs to show these variations as well.
 - The Hunt 4 HOPE is seeing people registering earlier than ever before.
 - Don - Know what you have. Summarize relative to goals. Find exciting things to highlight. Would be ideal to highlight anomalies.
 - Julie highlighted the 125 hour increase year over year for volunteers. The Donations Center is open every other Saturday this summer, so most of those hours happened at the DIC during the week.
 - Julie shared that internally we have a master document of data that we can pull from.
 - LaChelle asked Rich if there is anything he elevates at KTIS that we currently are not. He shared it would be ideal to compare what you are doing this year vs. last year. If there is a significant increase in social due to a viral post, that should be noted for future reference. A little commentary would go a long way. It is a little for today's knowledge, but it's more for six months from now. If the Scorecard could be a one-off document, that would be ideal.
- Summer appeal: Next steps and Board involvement
 - Julie shared that the mailing company put the 4K flyer, remit envelope, and summer appeal letter in the envelope in that order. It was a learning experience. Julie shared that we have used the mailing company previously without issue.
 - An E-blast with similar appeal letter content will hit email boxes by tomorrow.
 - Don is fairly hopeful that there will be a response. Sending an additional email is a great idea to get it in front of those that did not review the entire contents of the envelope.
 - It was suggested that we set some sort of standard. (i.e. Received this much to date relative to goal) People love to help reach a goal.
 - Rich loves legacy giving listed on the letter. He echoed that we need to ensure that it is packaged correctly.
 - Don is doing some things to help with some strategies and could refresh our brokerage account documents and send them over to Julie and the team if needed. Julie has a form ready to go to help with the transfer and verbiage. JJ has also been an expert resource for this from another non-profit.
 - Don suggested highlighting the benefits to both the donor and the charity. It could be a useful appeal regarding required minimum distributions that is timed to hit near the end of the year. Please feel free to share any supplemental pieces that stand out to you that we could use as a resource.
 - What do you think about having the Board send out the PDF of the Summer Appeal to send out to their network?
 - Steve shared that he would be willing to do that. He believes now is a good time to do that since the 4K is coming up next month. Julie will craft some copy highlighting our upcoming events to share with the Board.
 - LaChelle asked if the Board can see all of these attachments in the Board Portal. Steve emphatically said that more information available inside the portal is better. We can attach sponsorship pages and similar things like this. The Board Portal would be a good place to upload links/copy/templates/etc. Steve shared that he uses the Board Portal more than his email at this point.
 - Julie Cole shared that a quick email with a nice visual and information is best for her to just share with her network.
 - It was agreed that it needs to live in both email and the Board Portal.
- Out of the Cold: Feedback and suggestions on a revamped campaign
 - Historically this has been a P2P fundraiser. We have found over the past two years that the 4K and Out of the Cold are simply too close together to have two P2P fundraisers within two months.
 - The past two years have been a one-night event at the Anoka County Sheriff's Office. Last year we brought in \$22,000 at our event.
 - We started brainstorming right after last year's event about what more we could do at the Anoka County Sheriff's Office. We plan to do this the week of November 7th. Our thought is to focus on November 9th, 10th, and 11th. We would look to have both a morning and afternoon "drive time" to use the parking lot and collect donations. This would give us six opportunities to find a corporate sponsor for each one. They would be the sole sponsor of that time and we would love for them to have volunteers from their company and potentially give promotional items.

- H4Y would build in some other things alongside the company. (Mascots, Santa, etc.)
- Steve shared that he was concerned about the success of mornings. How many people would stop on their way to work?
- Don asked about the potential cannibalization of our other activities. How well does this fit with Give to the Max Day, Year-end appeal, etc.? Is there a time that's later in the year that would be better for year-end?
- Rich shared about KTIS Sticker Stops on Thursdays. 75-100 people to stop each day at the Coon Rapids HOM store.
 - 6 AM – 9 AM. More successful in the morning than it has been in the past. They did afternoon last year and it was not nearly as successful.
- Steve shared that at past events he has interacted with people that had never heard about us until driving by.
- The consensus of the Committee was that both morning and afternoon shifts are a good idea. The potential sponsorships and marketing opportunities are significant.
- We would love to get at least one Board Member at each shift. There will be staff there along with the corporate partners. It was suggested that we reach out to Walmart and local coffee shops to offer free coffee and/or promote as well.

Action Items:

- Share any supplemental pieces that stand out to you that we could use as a resource regarding tax benefits and year-end giving that we could utilize to draw attention to this giving type and its benefits.
- Explore turning the Development Scorecard into a standalone document

Upcoming Events:

- August 22 – [Heartland Tire Classic](#) (Sold Out!)
- September 23 – [Hunt 4 HOPE](#)
- September 30 – [The Darkest Night 4K Run/Walk](#)
- October 13 – [Clays 4 Youth](#)