

June 7, 2016 SECA Advisory Board Meeting Notes
Call to Order: 10:03 a.m.

Attendees: Tina Scott (CMS), Jennifer Hogan (CMS), Susan Caimi (HFS), Tom Dede (HFS), Gail Hankins (SUCSS), Lenore Roth (Aging), Michelle Silver (DNR), Charles Gibbons (DOC), Jennifer Varner (DOT), Sara Wooley (Comptroller)

Charities: Jennifer Watkins (America's Charities), Lizzy Selzer (Community Health Charities), Linda Moses (Community Shares), Thomas Jacks (EarthShare), Renee Tabor (Global Impact), Jessica Becker (United Way of Central IL), Cori Dyer (ACS), Ken Krull (United Way Metro Chicago), Shelby Darnell (AHA), Katie Champion (ACS), John Kelker (United Way)

SECA Chair Designee Report:

Tina introduced Jennifer Hogan who is helping her right now and will transition into her (Tina's) position next year.

Michelle Silver made a motion to approve the minutes from the April 5, 2016 SECA Advisory Board Meeting and Charles Gibbons seconded. All approved.

Tina is midway into the SECA booklet and has been making a lot of changes to the United Way Counties that are coming in. There will be no format change this year due to lack of time.

Tina is asking for the remainder of the charities to send in their changes by the end of this week. Or at least touch base with Tina so she knows you are working on it.

Marketing:

We are still waiting on a response from the Lt. Governor.

Leadership gifts have been ordered. 350 desk caddies in dark blue with metallic silver logo on both sides at no extra cost for the two-sided logo - have been shipped and will be in by the end of the week. Due to the overabundance of the left over leadership gifts from the last couple of years, we chose to cut down the number of gifts ordered this year.

Tom will be getting a sample of the stylus pens with four color ink and once he gets the ok, he will place the order. There will be 3000 pens ordered.

David Ziebler will be one of our speakers. He is from Chatham IL and is very familiar with SECA. He will do a 10-15 speech on individual passions and how to focus on those passions when asking them to give. He agreed to the \$200 fee. Charlie will continue to be the contact person for Mr. Ziebler. Tina plans to tape the entire training and asked Charlie to check with Mr. Ziebler about taping his speech.

Jean Dede will be a second speaker and will focus on the science of giving. Jean works with the IGive board at St. John's.

Tina is getting bids for the artwork on the posters and booklets and should hear something soon.

Tina will be reaching out to the charities for giveaways, nicer gifts for drawings and recipient speakers.

Jessica Becker has confirmed that we have a “little” that is now a “Big” – Brian Tippy. He has experience speaking in front of an audience.

Michelle and Lizzy are working on getting the nominations for the Most Creative Fundraiser. July 13 is the deadline for the decision for this award to allow time to get the plaque made.

Tina and Lenore are working on the training booklet and calendar. Lenore will send out the draft for the manual and asked everyone to review and respond by Friday, June 10.

Susan will reach out to all board members to get ideas for what they would like to see in the calendar.

Tina and Jennifer are working on the awards.

Catering: Celebrations: Breakfast \$407.50 (5.10 each for 80 people)
Luncheon \$1196.00 (14.95 each for 80 people)
Plus \$40.00 extra for a server to stay for the luncheon

Nelson’s: Breakfast \$ 600.00 (\$8.00 each for 75 people)
Luncheon \$956.25 (\$12.75 per person for 1.5 entrée for 75)
\$1068.75 (\$14.25 per person for 2 entrees for 75)
10% extra for a server to stay.

HyVee: Breakfast \$610.00
Luncheon \$979.96 (\$13.10 for 2 entrée for 75 people)
I didn’t get a quote for a server to stay

Breakout Session: Ambassadors will be seated by agency headcount and will not need to move when it is time for the breakout session. We will use Renee’s suggestion “Throw the Problem Away” which she will explain to the groups.

(Renee brought up the Chicago Training and indicated that we should plan for this training while planning for the Springfield training.)

Finance: The charity assessments are due. We have received one assessment so far.

The only expense so far for FY2017 is the leadership and donor gifts.

Jennifer and Tina have the headcount and the pledge numbers. They are working on the awards. There will be one more Division Award this year to break up some of the smaller agencies that have to compete with so many other smaller agencies.

Jennifer Varner will serve as the Charity Fair Scheduler. This was suggested through the charity call-ins and would help to get more participation from the ambassadors wanting to hold a charity fair, avoid double scheduling, and Jennifer and the charities would be able to offer best practices, etc.

Renee sent Jessica a template from the state of Wisconsin that works well for them. Jessica will send that out to everyone.

Note five or ten things you need to know for a charity fair could be included in the training. This could be a handout.

Renee would like to see coaching calls before, during and after SECA, about once per week no more than 10-15 minutes. Being consistent and available is key to keeping on top of any issues that come up during the campaign. This would be a good way to catch any ambassadors early on if they are struggling or not getting materials, etc.

Tina would like to split up the Ambassadors among the state employee Board Members so they can touch base with them by email or phone call to see if they need anything or have questions.

Technology: Tom is updating the website. Not everything has been processed yet. If anyone sees anything that needs updated, let him know.

Some changes were made to the pledge form. Not much different than last year's except in the "One-Time Gift" boxes, email line at the top, the year was taken off at the bottom so the form could be used without changes to the form every year, adjusted the lines at the top of the form. Tom will adjust the top a bit more to allow more room for the information needed.

New graphics will be on line soon.

Charities: Downstate charity calls: Jessica would like to see the charities set up inside the auditorium to allow more time for Ambassadors to visit with them. Tom is working on the layout to allow room for the charities to set up inside the auditorium.

We will be looking for a new venue for the training/award ceremony, possibly CMS Training Center.

10 best practices – John Kelker – give them a reason to visit the the charity tables.

Chicago Charity call: Linda Moses – meeting again in a week or so. Will rotate the host for each call – split up the Chicago Ambassador list and call those Ambassadors. Renee – importance of staying on top of things –

Tina asked to have the invites forwarded to her if they would like.

Old Business: none

New Business: Tina will get the State rate for rooms for state employees and dinner on Tuesday night. Jessica, Lizzy and Renee will provide the bags for goody bags.

Look at cost for SECA bags next year.

Tina will send out the memo to federations to get giveaways, drawing gifts, goody bags, charity matrix updates and a one minute video to play at the start of the morning.

Next Meeting Date: August 2, 2016 10:00-12:00

Venue has changed to DOT Auditorium

**Lunch will be provided and set up for the Aug 3 Training and Award Ceremony,
Immediately following lunch**

Jennifer Varner made a motion to adjourn at 11:13. Michelle Silver seconds.