

October 4, 2016 SECA Advisory Board Meeting Notes  
Call to Order: 10:00 a.m.

**Attendees:** Tina Scott (CMS), Jan Bast (CMS Temp), Susan Caimi (HFS), Tom Dede (DoIT), Gail Hankins (SUCSS), Lenore Roth (Aging), Michelle Silver (DNR), Sara Wooley (Comptroller), Jennifer Perry (DOT), Ennedy Rivera (JRTC)

**Charities:** Lizzy Selzer (Community Health Charities), Kari Hathorn (Community Shares), Jessica Becker (United Way of Central IL), Shelby Darnell (AHA), Theresa Adams (Black United Fund Inc.)

Michelle Silver made a motion to approve the August 2, 2016 Board Meeting Minutes with one change. Tom Dede is with the new DoIT agency now. Gail Hankins seconded and all approved.

### **SECA Chair Designee Report:**

Tina will not have a new Executive Director as originally planned. She introduced Jan Bast as her temp. Jan will help Tina stay organized and help with processing pledge forms.

Tina reported that so far we had 43 on-line pledges that totaled \$11,800.00. Total pledges at the four week mark is \$57,841.00 with 120 pledges – lower than the \$75,000.00 at the same time last year however, there are pledges coming in that may change the 4 week total and make it a bit closer to what last year's 4 week total was.

### **Finance Committee:**

Jennifer Perry will get the Financial Report out by the end of the week and Tina will send it out to everyone.

### **Marketing:**

There is nothing currently to report from the Marketing Committee. Tina asked for a review of the Training this year.

Everyone agreed the food was very good but we did have a lot of leftover food so we would need to cut back next year.

Both speakers were well received and kept the group engaged.

The charities appreciated that they were set up in the same room as the training this year.

Lizzy suggested we add to the Training Manual for Charity Fairs that Ambassadors reach out to the Charity Representatives for attendees to their charity fair rather than the Ambassadors reaching out to the charity members.

Lizzy made some additional suggestions for charity fairs because of concerns that Ambassadors were not getting the responses from the federations that they should have gotten.

For instance, when requesting attendance at a charity fair, give a deadline for a response. Reach out to the Federations for brochures and give aways. And don't let them know there is limited space available otherwise some may not even respond.

Tina posed this question to the federations: If the agency chooses not to have a Charity Fair because they have not been successful for whatever reason, what is another way the charities can get to the employees?

A discussion on possibly fashioning our training closer to what U of I does came up next. They have a catered lunch first, they introduced everyone, followed by two speakers. Then there was a 15 minute break for the Ambassadors to visit the Charities, followed by about a 20 minute training and then the drawings were held. There were maybe 5 or so nice prizes that were given out to the audience by asking questions that were covered in the training to see who was listening. They didn't have a table full of 60 t-shirts, cups and hats to give out.

Lizzy suggested we also have something similar to the report coffee that U of I has where Ambassadors come together for coffee and a light dessert and bring their stories to the table for discussion.

We could meet somewhere different than where the board meetings are held, a charity facility, for instance.

The Coaching calls were also productive and should continue. Lenore suggested that a request go out for the Ambassadors to write their questions down before the coaching call so they have questions handy ahead of time.

Jennifer Perry suggested using the agency headcounts from the time that the SECA Campaign is being held, not after the end of the year. This is a more accurate count and we can then focus on an award ceremony at an earlier date in the year.

The Marketing Committee will discuss this issue in the next meeting.

Tina asked the Board whether they wanted to wait to send donor and leadership gifts out at the end of SECA or as the pledge forms come in.

It was decided that the gifts would go out about every 2-3 weeks for the pledges that come in.

**Technology:** Tom reformulated the pledge forms to get the 00's off of the totals.

Michelle brought up a suggestion from a donor about the box on the pledge form that needs to be checked if you want recognition for your donation. They wanted another box to mark if they wanted to be on the website but not recognized to the charity. This brings up the issue of too many boxes to choose from on the form. Tina's suggestion was to have the donor hand write on the form what their wishes are.

**Charities:**

Tina posed a question to the Charity Federations on how they would best reach out to employees and how do you get the word out beyond charity fairs. Theresa Adams suggests social media as a good source. Theresa also said that most of their charities are in the Chicago area and travel downstate is a problem for them.

Being a part of the coaching calls to interact with the Ambassadors is a good way to reach out.

Jessica said they send out a Monday Memo which is an email sent out newsletter style – but they get very little response.

Jessica also suggested reaching out to the Federations versus the individual charities.

Tina suggested using the donor list from the year before to reach out to previous donors with a reminder when the SECA Campaign begins and asking for a donation again this year.

Tom asked if the Federations could email the Ambassadors success stories that the Ambassadors would send out to the agency. Tina asked that the success stories be sent to her and she could forward them on to the Ambassadors.

Tina would like to send out an Ambassador list to all Ambassadors so they have it handy. She would like to keep in touch periodically to see if they need anything, etc.

Old Business:

New Business:

Next Coaching call will be Nov.2

**Next Meeting Date:** December 4, 2016 10:00-12:00

SRS Board Room

Michelle Silver made a motion to end this meeting at 11:07. Jennifer Perry seconds and all approved.