

July 27, 2017 - AFP MA Board Meeting Minutes

Submitted by Carrie Winchman, Chapter Manager on August 21, 2017

Present: Elsa Gomes Bondlow, Carla Cataldo, Patricia Kelleher, Tomasz Kierul, Beth Kramer, Kristina Lentz, Cristine More, Libby Roberts, Jennifer Palan Sherman, Jaye Smith, Paul Swindlehurst, Kate Villa, David Woodruff, Joe Ziska, and Heidi Daniels (Facilitator) and Carrie Winchman (CAMI)

Not Present: Mary Doorley, Tanya Holton, Alicia Ianieri, Amanda Clark MacMullan, Erik Ryan, Yong Hee Silver, Chris Thomas, Stephanie Truesdell

President's Report

President Kristina Lentz began the meeting at 10:00 am and reported the following points about the state of the Chapter at this mid-year point.

Education revenue increased this year as compared to the previous year by \$4K. Expenses dropped in the same time period. The net profit therefore increased by \$13K. While the Chapter held the same number of events, there was lower program participation this year as compared to the previous year.

Revenue from the sponsorship campaign is lower than it was last year in June however Ms. Lentz expects it to catch up by year end. The success of the campaign relies heavily on personal phone calls and Ms. Lentz is counting on Board members to make these a priority. Please contact CAMI for more information and to follow up.

Membership is also down from the previous year. We will be discussing this later today. We may need to reinvent membership to make it relevant for future years.

Career center revenue is down from 2016. AFP MA changed the career center platform this year from Boxwood to YourMembership due to unpaid invoices. Ms. Lentz expects revenues to be made up by year end despite the transition. Either way, the Chapter is in a better position to manage job inquiries going forward.

Diversity revenue increased this year from last. Kristina Lentz praised Elsa Gomes Bondlow for her success in coordinating a new "paid fellowship" that allows large shop employees to participate for a fee.

At half way through the year the Chapter is half way through its contracted hours with CAMI. This makes sense until you consider that the largest use of staff time – the conference – has not yet occurred. At this point, time should be conserved for the conference as it had in previous years. Ms. Lentz is not concerned and expects that time will be used efficiently given the strong leadership of the conference committee.

The process for nominating 2018 Board officials has begun. Please contact Paul Swindlehurst with questions. Acknowledgement forms regarding conflict of interest and whistleblower policies were distributed for Board signatures.

Kristina Lentz announced that Erik Ryan has joined Cambridge College. Kristina Lentz has joined Sargent College at Boston University as Assistant Dean for Development and Alumni Relations. Going forward, she will be known as Kristina Lentz Capano.

Minutes Approval

A motion was duly made by Carla Cataldo, seconded, and carried to accept the May 10, 2017 Board meeting minutes.

Mission Statement

Kristina Lentz distributed the work-in-progress mission statement for the Chapter. After some deliberation, the Board agreed to adopt the mission and vision statements of AFP International as follows.

Chapter Mission: The Association of Fundraising Professionals empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy.

Chapter Vision: To stimulate a world of generosity and positive social good through fundraising best practice.

A motion was duly made, seconded, and carried to adopt AFP International's mission statement and vision statement as the Chapter's own.

Strategic Planning

Kristina Lentz introduced facilitator Heidi Daniels to conduct a strategic planning discussion. Ms. Daniels distributed an agenda and asked Board members to write down their personal intention for today.

Diversity Working Group

Elsa Gomes Bondlow presented the recommendations of the Diversity Working Group. Facilitator Heidi Daniels will summarize these and other points made during open discussion in a spreadsheet of objectives, action items, and Board assignments.

Board points made during open discussion:

1. Rename the program "Diversity and Inclusion"
2. Broaden definition from racial/ethnic

- a. more open; defined by the individual i.e. tell us how you are diverse/how you bring diversity to the profession
 - b. geography
 - c. gender (noting industry is 70% female but power still resides with males)
 - d. chronic health issues
3. Review definition annually
4. Get a testimonial from the Mass Art candidate i.e. the program brings knowledge, wisdom, and opportunity to the individual. We are institutionalizing diversity in organizations/passing it on.
5. Limit big shop percentage at 40% depending on how many small shop candidates there are
6. Develop a communications plan for the “Diversity and Inclusion” program that addresses:
 - a. how fellows are showcased at the conference
 - b. how they prefer to be seated and recognized at Annual Meeting
 - c. Include a specific timeline for communications and promotions
7. How do we define success of this program? i.e. when the pool of diversity members in the profession matches that of the population in MA
8. Find new ways to attract mentors
 - a. Consider restructuring mentor role
 - b. Instead invite professionals to offer “informational interviews”
 - c. Recruit sector-specific professionals
 - d. Mentor commitment seems daunting as is
9. Have a photo opportunity for mentors and fellows at the conference
10. Create stewardship materials for mentors
11. Ensure diverse speakers and panelists at conference
12. Leadership/Succession is important; **need 4 volunteers**; Grow the Diversity & Inclusion Committee
13. Need bigger budget
14. Try to maintain or decrease CAMI staff hours
15. Increase website representation; email blast and social media representation; audience size; audience segmentation
16. Raise value of sponsorship from current \$2K
17. Expand sponsorship: Atlanta Chapter has an underwriting from Emory at \$5K
18. Expand sponsorship to include corporate participation
19. Consider more than one sponsor (DDI currently has first right of refusal)
20. Consider duplicating program structure to offer a mentorship program for anyone interested not just diversity candidates
21. Fits in with goal to keep the profession going

Conference Working Group

Joe Ziska presented the recommendations of the Conference Working Group. Facilitator Heidi Daniels will summarize these and other points made during open discussion in a spreadsheet of objectives, action items, and Board assignments.

Board points made during open discussion:

This Year:

People want to be affiliated with top CDOs/ Thought Leaders/ Prominent Organizations

- Bring in CDOs/ Thought Leaders/ Prominent Organizations to conference planning and as presenters; If you build it, they will come.

Conference Communications plan

- 1) Start marketing 9 months in advance: Hype date early and often; hype keynote early and often; hype top notch presenters
- 2) Come up with a conference hashtag
 - a) #THEfundraisingconference; #somethingforeveryone; #getyourinspirationback
 - b) Send to speakers via Speaker Checklist
- 3) Get on TV/local news
- 4) Increase marketing around "Community" (evening reception)
- 5) Consider different messages to CDOS v. staff
- 6) Consider peer-to-peer communications with targeted messaging i.e. "I just registered for the conference, please join me!") - Heidi Daniels will write targeted messages.

Possible groups for outreach:

- a) Diversity fellow outreach – from diversity fellows to their networks
 - b) Young registrant outreach – from young professional guests to their network
 - c) CDO to CDO outreach – from Beth Kramer to KDM list
 - d) Executive to Executive outreach – from EDs to their peers
 - e) "Other Member Organization" outreach – from WID staffers to their members
 - f) Speaker to their fans outreach – from speakers to their networks
 - g) CFRE outreach – from CFRE and ACFRE guests to their networks
 - h) Large shop outreach – from large shop guests to their peers – articulate why program is good for your staff
 - i) Sector to sector outreach – from talent management pros to their networks
- 7) Show who's already registered
 - 8) Live tweets
 - 9) Promote deadlines for discount rates
 - 10) Consider tying NPD with Conference

- 11) Write up specific Board directives (give it a name "Bullpen") like an Editorial Calendar
 - a) Be directive
 - b) Be specific
 - c) Include a schedule for the entire year
 - d) Include how tos
 - e) Include actual messages
 - f) Such as LinkedIn posting dates, tweet dates, phone calls
- 12) Build Database of CDOs in MA with column for:
 - a) Include every shop/google them
 - b) Sector (Industry focus)
 - c) Scale (Large or small shop)
- 13) Build Database of FR staffers in MA with column for:
 - a) Sector (Industry focus)
 - b) Skill level (Experienced or new)
 - c) Scale (Large or small shop)
- 14) Need more marketing bodies!

Conference Program

- 15) Sector roundtables
- 16) Appeal to talent management pros – crafting a development plan – tie our conference program with their long term plan
- 17) Alternate between recruiting strategy and 'call for presentations' strategy or a hybrid
- 18) Career advice roundtables
- 19) Consider tracks by sector (rather than by fundraising focus)
- 20) Consider sector dinners the night before (better when conference is one and half days)
- 21) Consider all experience levels when developing program
- 22) Consider small shops when developing program

Future years:

- 23) Leadership/Succession planning
 - a) Need Marketing Committee
 - b) Need Marketing Chair
 - c) Incoming chair shadows outgoing chair
 - d) Volunteer Recognition Chair
- 24) Goal is 4 new volunteers
- 25) Need clear, solid budget
- 26) May need to increase budget by \$10-20K; increase board participation; Increase KDM involvement; Increase volunteer recognition
- 27) Annual meeting lacks camaraderie

- a) Need Awards (encourages attendance)
 - b) Need to honor new and attending members (encourages attendance)
 - c) Need a recognition piece
 - d) Can we recognize by sector
 - e) Youth Philanthropist Award and slide show
 - f) Have a media award i.e. Sacha Pfeiffer
- 28) Consider one and a half day conference
- a) Half day can be for tracks by sector (with 3 month follow up)
- 29) Add a Recognition Component (awards)
- 30) Add Sector networking (dinners night before) and/or “sector tracks”
- 31) Appreciate volunteers
- a) As a way to fill volunteer pipeline
- 32) Move Basics up to coincide with Conference
- 33) Consider Metro west hotels
- 34) Consider limited chapter resources – couple new ideas with new revenues
- 35) Ask yourself, why aren’t we doing these things now
- a) Lacking volunteer infrastructure

Membership Working Group

Kristina Lentz presented the recommendations of the Membership Working Group and highlighted the following objectives. Facilitator Heidi Daniels will summarize these in a spreadsheet of objectives, action items, and Board assignments.

Highlights of Membership Working Group open discussion:

- 1) People want to be affiliated with CDOs/ Thought Leaders/ Prominent Organizations
 - a) Bring in CDOs/ Thought Leaders/ Prominent Organizations to membership and as presenters; If you build it, they will come
- 2) Avoid transactional – it’s a rabbit hole
- 3) Let go of our old issues of equity (\$250 to International HQ/\$75 to Chapter)
 - a) Do we have opportunity to negotiate our share with IHQ based on rising hotel costs at hotels?
- 4) Have benefits discussion (focus on intangible benefits). From there, create chapter’s own personal brand
- 5) Come up with chapter tagline
- 6) Use every chance to get the word out
- 7) Message should be centered on education
- 8) Consider making member benefits more useful as well:
 - a) Cheap/free job postings for members
 - b) Advanced notice of meetings

- c) Frequent purchase cards
- 9) Need a membership professional in the chair role
- 10) Need a marketing pro to take on membership
- 11) Should we pay someone

Additional Comments

Beth Kramer will invite John Gler to speak at KDM on a topic related to diversity & inclusion.

Adjournment

Kristina Lentz adjourned the retreat meeting at 3:40 pm.