

## DRAFT MINUTES OF HAMPTON FALLS TRICENTENNIAL COMMITTEE

August 2, 2016

Present: Ann Haggart, Donna Onacki, Dale Ohsberg, David French, Angelo Montrone.

Absent: Gerogianna Swain, Todd Wagner, Judy Haskell

Meeting Called to Order by Ann at 1:15 pm

APPROVAL OF MINUTES: Deferred to next meeting

Ann introduced Mary Flaherty, a professional fundraiser, who spoke on establishing a 300th permanent legacy endowment fund. She currently lives in CA and has experience in advancement.

PRESENTATION/DISCUSSION:

Mary handed out a Gift Range Table with a fundraising goal of \$300,000 to assist us creating a pyramid of donors/gift numbers to reach our total. According to Mary, 40% of money comes from the first ten gifts.

Ideas for setting up an endowment fund using gift range table

1. Must be professionally managed
2. Must be clear about purpose of endowment fund
3. Relatively flexible
4. Somewhat targeted
5. Create table of needed gifts
6. Make a list of everyone the committee knows and put them in a category

Marketing Ideas:

1. Create long list of potential donors (work upper levels first)
2. Postcards asking people to consider investing in future of the town
3. Marketing is primarily face-to-face
4. House Parties: Make it casual. Invite folks to come & listen, will not ask for money, do not bring checkbook. Presentation of endowment fund. At end of meeting request that attendees partner with us and

when committee member calls to set up a brief 30 min meeting, please say yes. Thank people that have already given.

Other topics discussed :

1. When fundraising, don't talk about in terms of specific needs but invite others to be part of something that we are passionate about.
2. Reason that most people don't give is often because they have not been asked.
3. Re: raising operating funds vs endowment funds – ask people to specifically for both funds and let donor choose.

Presentation concluded at 2:30 pm.