

Fundraising Committee September 7, 2013

Next Meeting

Tuesday September 24th 7 PM Town Offices

Attendees

Sandy Mackenzie
Mike Cornog
Lisa Sieverts- Secretary
Maury Collins - ex officio
Sue Kingsbury
Betsy Street
Susan Hansel
Linda Cates
Gordon Peery
absent: Dave Birchenough

Action Items

Mike Cornog

Talk to Deb Navas about joining the fund-raising committee, to help with grant writing and case for support writing

Lisa

Invite Mary Shonk to the next meet
Share Moose Plate and LCHIP grant applications with Susan Peery

Sandy

Call Mary Cornog
Call meeting of Donor List Committee

Linda

Ask Edie for current tax list and voter list, electronic version

Susan Peery

Call a meeting of the Communications Committee

MINUTES

Overview

This committee has been appointed by Selectmen.
Committee may grow, but want to keep it small and active.
Maury is ex officio

Susan is on the committee, as a grant writer.
Finite timetable.

Most work should be done by Town Meeting.
This will be 100% pledges, until project is passed at Town Meeting.
Goal is to make it easy for the town to vote yes on both building projects.
We can theoretically do this without raising taxes.
with grants and fundraising, if both are successful

History overview

Buildings Committee working since since 2009
Received \$3,500 grant from NH Preservation for work in 2012 by Rick Monahan.
Received \$10,000 grant for Town Hall window repair (for 2014) from Mooseplate

What we have

\$256,000 in Buildings Capital Reserve?
Discussion of stewardship fund
Grant applications want us to show our plans for on-going stewardship
Part of the fund-raising would be to endow the buildings capital reserve for on-going stewardship.
Goal is to not have to take all the money from the Town Buildings Fund.
Ideally, retain \$50,000 for future projects

History of Fundraising in Nelson - Betsy Street

Have been on good ones and not so good ones. Not so good was just too casual.

Use the Library fund-raising as the model.
They spent a lot of time planning
They built a beautiful case for support.
Lots of time looking at lists of potential donors.
Overall, very carefully thought out.
Bill Robertson said "you have to ask for specific amounts."
Good training for the askers.
And kids saved up pennies, too.
Important to track the data
Dave Birchenough is signed up for this.
Need a robust thank-you process
and plaque with names
Need a good reporting process
we need stewardship here, too, to keep people abreast of the project progress.
What % of pledges are collected?

Rule of thumb is about 80%
Important to engage the whole town
go door to door
before Town Meeting
and do it in the context of all the asks

Gordon/Susan: It's good to ask for specific things, to have a specific place for where someone's gift should go.

And ask for advice as well, share that you have a specific problem and get their advice.

Lessons Learned

Preparation pays off

Don't count on simply the good will of residents

Have to articulate clearly the case for support, and understand that different people will have different aspects that resonate for them.

What about the question that Towns should be ready to tax themselves for important projects?

We are very aware that we have a wide range of financial abilities in our town.

Out of Town relationships

We have many stakeholders who are not residents of the town.

Summer people

People who have moved away

Contra Dancers

Include the contra dancers and concert goers, with something like a kickstarter project.

2017 is a big anniversary for the Town

Cement and ventilation isn't going to inspire people

Talk about the history of the town and town hall

The following committees were set up

Communications Committee

Planning and writing is their goal

Case for Support

scripts for the door-to-door

Susan Peery

Deb Navas?

Mary Cornog?

Fund-raising Materials

Dave Birchenough is good at this

Gordon Peery

Sue Kingsbury

where should the money come from to print materials?

PR Committee

press releases, etc.

webmaster

Gordon

Goal is to have postings every two weeks

Ideally, eventually with a "thermometer" for giving

Donor Committee

Sandy

Linda

Mike C.

Dave B.

Making the list of potential donors

And who could ask them

Finance Committee

Dave Birchenough

Tracking the pledges

Determining the mechanics of receiving and depositing checks

working with Edie

Checks are written to Town of Nelson

Edie has set up accounts already

Mike suggests a second campaign next summer to reach summer people.

Next Meetings

Tuesday September 24th 7 PM Town Offices

Saturday October 5th 9 AM

Saturday October 19th 9 AM

and every other Saturday on-going