

# **Nelson Buildings: Fundraising Committee**

## **October 4, 2013**

### **Attendees**

- Sandy Mackenzie
- Susan Hansel
- Sue Kingsbury
- Lisa Sieverts
- Maury Collins
- Michael Cornog
- Mary Shonk
- absent
  - Susan Peery
  - Gordon Peery
  - Betsy Street

**Next Meeting: Saturday October 26th 9 AM Old School House (Town Office)**

- Reports from all committees
- Recommended “list of materials” from Communications, and draft Case for Support

### **Action Items**

- Sandy: Ask Mike French to join Donor List Committee
- Susan: Talk to Janet Eklund about funding for the Archives project, including sources for construction funding.
- Susan: Talk to NHPA about their workshop on preserving Town History.
- Mary: Decide what committee to join.

### **Minutes**

**Motion to accept the minutes from last meeting, by Sue K and Linda seconds, all in favor.**

## **Update from Donor List Committee**

- Dave B is compiling lists from multiple sources
- Sandy will ask Mike French to join this committee

## **Communications Committee**

- Don't think they have met yet.
- Sue Kingsbury will be away Oct. 29 - Dec. 15, but is available to write and design materials

## **Webpage**

- Have relinked the Buildings page to the main web site.

## **Grant Writing**

- Susan H recommends that we go to the NH Charitable Foundation and the Putnum Foundation, specifically for the heating and ventilation equipment.
  - But we need the actual numbers, budget figures.
- Mike recommends the Badger Foundation, too
- Linda asks if there is a grant for the archives section of the project.
  - Susan Hansel will talk to Janet Ekland.
  - They won't pay for the building construction but will pay for the equipment that preserves the archives
- Susan H will talk to NHPA about bringing the talk on "Keeping your Town's History" to Nelson

## **Timeline**

- October
  - Buildings committee will have a real budget
  - Moose Plate Grant press release (Lisa)
  - Post a description of the Construction Manager job – what this person will do

- Rating donor capability
- November
  - Fundraising committee will determine what portion of the total budget the fundraising committee will tackle
  - Be able to state and share the Case for Support for Town Hall and Library
  - Grapevine Article
- December
  - Have the list of donors and suggested amounts
  - Have the list of askers
  - Train the high capacity askers
  - Record keeping mechanism to keep track of all pledges
  - Dec. 15 have all materials ready
    - These are suggestions for the Communications Committee, please use this as a guideline and use your judgment and experience to refine this:
    - The written Case for Support (1-page max)
      - Town Hall
      - Library
      - this is the narrative, the story
    - Brochure
      - has to look professional but not like we spent too much on it
    - Fact Sheet (single page) with a picture showing Town Hall deterioration, with references to more info, such as the web site
    - a 5–10 page report with pictures that the *askers* will receive, enough copies that we can leave it with people who really want it. This should serve as the FAQ. (Lisa will help with this.)
    - envelope for pledges
    - pledge form
    - Thank you letter
- January
  - Beginning to Ask
    - January 1 - Large donors
  - Train the larger group of askers
- February
  - Focus on medium donors
  - Plus a big weekend of asks, smaller donors
    - about 3–4 weeks before Town Meeting
    - go door to door

- meet and leave materials
    - the point will be more education about the projects
  - House parties
- End of this phase
  - Town Meeting on March 11
    - Be able to say we have \$xxx in pledges
    - Be able to say we have \$xxx in grants
    - And there may be specific donations for specific aspects of the project
- After Town Meeting
  - Kickstarter from MFS?
    - Kickstarter for Glencoe Mills in Cape Breton as an example - they asked for funding for each floor board

## **Next Meetings**

- October 26th at 9:00 AM
  - Every committee presents a report and drafts of work to date.
    - Need draft of case for support
    - Need the list of materials to will need to be completed by Dec. 15
- November 9
- November 23
- December 7