

**HOPE COALITION BOARD OF DIRECTORS**  
**Special Meeting Minutes**  
**June 4, 2018**

**Attending members:** Janet Adams, Traci Green, Kris Kvols, Catherine Johnson, Gary Johnson, Marilyn Meinke, Tilton Davis, Marcy Underwood, Crystal Henderson, Lisa Bayley, Chris Heath

**Absent members:** Jerry O'Rourke, Roseanne Grosso, Barbara von Haaren

Meeting was called to order at 4:32 PM

**Agenda Items**

Special meeting on how do we meet HOPE's urgent need to raise money for operating expenses.

Kris, Janet and Marilyn been in discussion with Elaine O'Keefe. She likes the mission and is supportive of HOPE. Elaine submitted a "Coaching Proposal: HOPE Coalition Annual Campaign." The proposal is for services to coach HOPE Coalition to achieve its goals of creating a Culture of Philanthropy by developing a sustainable Annual Campaign increasing individual giving, with a 1st year financial goal to raise \$50,000 in undesignated support. The complete proposal will be provided to all Board members. The project would start June 11, 2018 and be completed no later than September 28, 2018. The cost is \$4,800.

**Discussion:**

- Elaine is willing to coach us but will not be in charge.
- Elaine emphasized the success of this rests with the Board; we have to be all in. How hard are we willing to work?
- Process can create a culture of fundraising amongst the Board; laying grounds of future campaigns.
- We would form a leadership team to work with Elaine (Kris, Janet, Marilyn, staff and 2 other volunteers)
- She encourages repetitive thanking of donors; "If you thank a person more than 21 times, they start to get tired of it." In other words we cannot thank donors enough.
- After completion of this goal, can she assist HOPE with what next?
- Proposal includes final evaluation with outcomes.
- Grant writing; how do we incorporate this in future planning? This could become our annual campaign.
- Elaine believes we should be raising this amount annually.
- Use this as a kick start for doing better fund raising in the future.
- How would we pay Elaine? We cannot use grants funds; however, we can use undesignated funds to pay. We have funds to cover the contract.
- Reality is we need to spend money to make money, our Board and staff does not have expertise.
- Those who know and/or met with her are impressed with her knowledge and skills.

Next step is to discuss with Executive Committee and vote at the next board meeting.

**Next meeting – June 11, 2018, at 4:30 PM, Christ Episcopal Church, Red Wing**

Adjourn: Meeting adjourned at 6:02 PM Cathering/Tilton

Minutes submitted by: Traci Green

***Empowering lives through HOPE***