

## dLCV Resource Development Committee Meeting Minutes

Thursday, February 11<sup>th</sup>, 2021

12:00 PM – 1:00 PM

### **Audio recording and transcript:**

<https://otter.ai/u/BBem7IQRHm6BS29MwIDIp0u79YM?g=416259&f=group&r=%2Fgroup%2F416259&h>

**Attendance:** Diana Crosswhite, Carrie Knopf, Tom Walk, Sierrah Chavis, Sally Conway, Frank Hayes, Gavriel Legynd, Greg Crapanzano, Tyler Williamson, newest member Jennifer Stacil

**Staff:** Colleen, Miller, Sim Wimbush, Valerie Jones

**Absent:** Harry Gewanter, Jefferson Harding

### **Introductions (Hi, How Are You?)**

### **Follow-up/Review (for new member)**

Poll questions were developed for the board in order to see how they use social media time and resources they would like presented to them to learn more about resource development. First, question was how they use social media, and the majority said they use it daily. Second, question how many times they use social media to promote dLCV, and the answer was about 70%. The Board uses Facebook, which is the most possible, LinkedIn was the second most popular followed by Instagram. The survey concluded that most are will to give 60 minutes of their time to learn things and others indicated they would be happy spending as much time as needed. Also, the conclusion is that there are several option of way to put together resources for the board to assist them in learning about asking individuals for donations and approaching people for donations. There will be more compiling information from questions from the board to come.

#### **a. Hiring Consultant (Sim)**

Sim had the opportunity to speak with Ken Blythdale, who in the past sat in on a board training about Resource Development maybe 5 years ago. Sim brought Ken up to speed in terms of what has happened with the merging of the Foundation Board with the Program Board. Sim discussed the challenges we are facing in terms of engaging in Resource Development and some potential ways to overcome these challenges. Ken stressed that we need to do the work as an organization and understand why we are fundraising. Building a strategic resource development beyond fundraising and deciding if this is something to prioritize and make this an investment. Short team activities for fundraising is something to engage in while thinking about a longer term of resource development planning. Ken submitted a proposal and said the turnaround time for completion could take up to two months.

Carrie has also reached out to a potential consultant and this person will be given the opportunity to submit a proposal. A panel will be selected to ask this individual the same questions and perspective that Ken Blaisdell was given.

## b. Spring Event (Sim)

This event will be an awards event that will be held for an hour. This will highlight individuals or organization that will represent the different regions of Virginia. This will focus on celebrating individuals or organizations who have done a tremendous job during the pandemic through 2020 providing services for the disability community. We will try to live stream this event through Facebook or Zoom, not sure if we will be using the same platform we used last year for the Expo. The end game is to encourage individuals to donate and to make it more of a donor stewardship event. A decision needs to be made on having the event on Monday, June 14 or another date, or day of the week as well as to have the hour block. Group decided on Thursday, June 17<sup>th</sup> in the evening (likely from 5:30 – 7:00 pm).

We cannot use Darryl Tiller Mason as the name of the award, so a decision for the name of the award has to be discussed. Keeping in mind this may become an annual event. Suggestions made were: Presidents Award, Director's Award, Justice Impact Award, something appropriate for each region such as South Virginia Impact Award, Justice Advocacy Group or Champion, Impact award, Empowerment Award, Impact Award for Black Excellence. In the essence that June is coming fast a suggestion was made to email suggestions. A proposal was made to ask for volunteers to help sort out the details and what it should look like. Suggestion was to take the feedback from the potential awards name and break it down further into categories, this way some suggestions could be sent back to the board to vote on. The next step would for a few of the board members to be on a temporary nominating group which will include Sally, Tom, Tyler, Sierra, Jennifer, and Gavriel.

For the next meeting a long range plan for the nominating committee will be sketched out.

## Task List (Diana)

- 1) Carrie will arrange for Sim and Diana to meet with the consultant she reached out to so we can provide an overview of the type of assistance we are seeking and the consultant can prepare a proposal for review. **Please complete by 2/18.**
- 2) Sim will email the proposal from Ken Blaisedell to the RD Committee for review. **Please complete by 2/16.**
- 3) Diana will complete the Nomination Form and provide to Sim for Nomination Committee. **Please complete by 2/17.**
- 4) Sim will convene the first meeting of the Nomination Committee. Committee volunteers are: Sally, Tom, Tyler, Sierrah, Jennifer, and Gavriel. **Please complete by 3/1.**
- 5) Colleen will outline her long-range goals for the RD committee and provide that information to Sim and Diana for review and feedback prior to convening a review committee. Committee volunteers were Carrie, Diana, Gavriel, Greg, and Jennifer. **Please complete outline by 3/5.** (I understand the legislature is still in session and I am aware you take time off following so please let me know if you need more time.)

## II. Adjourn

**Next Board Resource Meeting: March 11<sup>th</sup>, 12 – 1:00 PM**