



**MATCH FUNDRAISING COMMITTEE MEETING**  
**Monday, November 17, 2014, 4:45 p.m.**  
**15506 County Line Road, Suite 103**  
**Spring Hill, FL 34610**

**Committee Members Present: James Cook, Pat McHugh**

**Committee Members Present via Phone: Dr. Steve Knobl, Chair; Joan DeMauri**

**Committee Members Excused: Gus Guadagnino, Edna Lennox**

**Committee Members Unexcused: None**

**Coalition Staff Present: Rachel Hardy, Jak Jakubauskas, Betsy Kier, Sherri Sabadishin**

**Others Present: Deacon Scott Conway**

**I. Welcome and Call to Order – Dr. Steve Knobl, Chair**

On Dr. Knobl's behalf, Ms. Kier called the Match Fundraising Committee meeting to order at 4:36 p.m.

**II. Review/Approval, Draft Minutes of October 20, 2014 Meeting**

Ms. Kier requested a motion to accept the minutes of the October 20, 2014 meeting as presented. Mr. McHugh so moved and Mr. Cook seconded the motion. All were in favor with no abstentions and the motion carried.

**III. Discussion, Revised – Plan of Action – December/January Events**

The Committee reviewed the Plan of Action report. The \$20 from 20 People campaign was discussed briefly and new donations for the Coalition totaling \$150 were received from the Cook's annual Car Museum Tour which benefits the Foundation for Early Learning.

Ms. Kier explained the Foundation Committee is discussing a joint venture between the Coalition and the Foundation – "Painting with a Twist" which would require a minimum of 20 attendees.

**IV. Discussion, "\$20 from 20" Fundraising Challenge**

Ms. Kier explained the campaign is still on-going and that Dr. Knobl had requested an email be sent to the Board requesting them to bring any donations they may have collected to the November Board meeting.

**V. Discussion, Annual Direct Mail Solicitation Letter**

Ms. Kier explained a direct mail solicitation is done annually in November. She reported that last fiscal year the Coalition suffered a loss as the cost of the mailing outweighed the donations received. The Committee briefly discussed the costs related to the mailing and other options such as emailing a donation solicitation. Ms. Kier reported this mailing has been done since 2010 and is sent to the members of three (3) local chambers.

The Committee agreed to table this item until the December meeting. Dr. Knobl suggested it may be time to abandon this approach and pursue something different such as the Beef O’Brady restaurant give back night. Ms. Kier stated it is not in the Coalition’s best interest to expend funds and not receive enough donations to cover the cost of those expenditures. The Committee suggested reviewing the names of recent donors to the Coalition and re-writing the letter. Less wording and more color or a color brochure with a tear-off were discussed.

Dr. Knobl suggested obtaining the names of the most current donors and informing them about the \$20 for 20 challenge campaign through email.

**VI. Public Input**

Dr. Knobl stated he will speak on the \$20 from 20 campaign during his Committee report and request member to share their strategies for obtaining donations.

Ms. Sabadishin shared a direct mail sample recently distributed by Metropolitan Ministries and was included as part of the Sunday newspaper. Ms. Sabadishin reported this organization spends 12.5% of its annual budget on fundraising.

Dr. Knobl suggested the Committee consider doing the Beef O’Brady’s give back night in February. He will also approach his contact at Carrabba’s.

**VII. Schedule Next Meeting Date – Monday, December 15, 2014 at 4:30 p.m.**

The next Match Fundraising Committee meeting was scheduled for Monday, December 15, 2014 at 4:30 p.m.

**VIII. Adjournment**

Dr. Knobl adjourned this meeting of the Match Fundraising Committee at 4:58 p.m. with no further discussion.

Respectfully submitted by,

Ramute “Jak” Jakubauskas  
Administrative Assistant