



## **AD HOC COMMITTEE MEETING MINUTES**

**Monday, August 20, 2012, 4:45 p.m.**

**15506 County Line Road**

**Spring Hill, FL 34610**

**Board Members Present: Patrick McHugh, Chair; Bonnie Clark, Jim Cook, Ann-Gayl Ellis, Gus Guadagnino**

**Committee Members Present via Phone: None**

**Committee Members Excused: None**

**Staff Present: Danielle Berche, Jim Farrelly, Jak Jakubauskas, Betsy Kier, Katie Nelson**

**Guests Present: Vince Vanni, Vince Vanni & Associates, Inc.**

### **I. Welcome and Call to Order**

Mr. McHugh called this meeting of the Ad Hoc Committee to order at 4:30 p.m.

### **II. Review/Approval, Draft Minutes of July 16, 2012 Meeting**

Mr. McHugh requested a motion to accept the minutes of the July 16, 2012 meeting as presented. Ms. Clark so moved and Mr. Cook seconded the motion. All were in favor with no abstentions and the motion carried.

### **III. Fund Raising Concepts, Ideas and Planning**

Mr. Farrelly introduced Mr. Vanni and explained that Mr. Vanni has presented a variety of seminars and trainings to Coalition staff as well as having a great deal of experience in fund development with non-profits. Mr. Farrelly reminded the Committee that the Coalition's goal is to raise \$350,000 as the Coalition will be losing \$1.2 million in funding over the next five (5) years.

Mr. Vanni informed the Committee he has been the Marketing Director for HCA Hospital, the Past President of both the Hernando Chamber of Commerce and the Hernando Education Foundation and is the current President of the Hernando Humane Society.

He informed the Committee the most important thing to understand is what makes people give. Corporations purchase goodwill; they do not "give." Mr. Vanni distributed the (attached) page on Motivation. He stated that people don't do things for self-fulfillment until all their personal needs have been met.

Mr. Vanni explained the Humane Society hosts an annual “Fur Ball.” This event raised \$57,000 last year (including a match donation) and that developing a “signature” event is pure luck. He does not recommend duplicating events other non-profits currently host. Wine tastings and golf tournaments are good for raising awareness and to think in terms of attracting people’s attention.

He explained that attracting 30-40 attendees to a wine tasting event would be good, but 300-400 attendees would make it an event that people would want to be seen attending.

Mr. Farrelly explained the Committee is searching for ideas and is literally just beginning with its first fundraiser – a wine tasting in November. He also explained the fund raiser the Foundation is doing in September – The Cook’s Antique Car Museum Tour and that Monster Transmission of Brooksville is partnering on this event. Mr. Farrelly also explained the Foundation’s recent partnership with UPS to receive proceeds from their golf tournament and upcoming poker tournament.

Mr. Farrelly clarified the purpose of this Committee is to raise match funds for the Coalition not the Foundation.

Mr. Vanni explained that golf tournaments can be good events provided a good golfer or a pro from a local course can assist in setting up the tournament.

Mr. McHugh stated the Coalition does not have a “crisp” way of asking for donations or how to explain match. There is a need for a crisp, clear message. The Coalition needs to be separated from the Foundation; the two (2) are being “melded” together.

Mr. Vanni inquired if the Foundation could donate to the Coalition’s match fund raising. Mr. Farrelly stated yes, but the Coalition may not donate to the Foundation. Ms. Clark stated the focus should be on raising funds for the Foundation which does not require a “crisp” ask. Mr. Guadagnino stated there are guidelines to keep the Foundation and the Coalition separate, but there is one clear vision and that is to raise dollars.

Mr. Vanni suggested finding organizations that are willing to match funds such as the Poynter Foundation. He also suggested that at each event, flyers need to be available about upcoming events.

Mr. Guadagnino stated the Coalition’s largest obstacle is the public is unaware of the impact the Coalition has on the community. There is a need for a clear, precise message. People have to understand that more dollars are needed to educate children.

Mr. Vanni stated that steps have to be built to raise funds. Everyone who donates needs to know they will be invited to the Coalition’s “signature” event. A direct mailing is a good way to raise funds. But, a company should be hired to find lists of people who care about the education of children and target this list.

Discussion followed on mailing to local chamber of commerce membership lists.

Ms. Ellis reported that a recent study indicated that 17% of low-medium socio-economic families donate compared to 3% of higher socio-economic families.

Mr. McHugh suggested creating a preamble that defines the great things the Coalition does as there is a need to educate the community on what Early Learning is. The Coalition should attract parents who are receiving services and who are working so they understand what their dollars are doing. Mr. Vanni commented that although he has been involved with the Coalition, the terminology used is foreign to him and he does not know how or what the Coalition does to benefit the community.

Mr. McHugh stated the best non-profit projects have a vision of who their client is. For example, the Humane Society's vision is animals. Mr. Guadagnino suggested obtaining a testimonial from an authority of Early Learning to provide a statement of what Early Learning is.

Mr. Guadagnino explained that people have a "zone of influence" with people that support you; these are the people that should be invited to events.

Mr. Farrelly stated that a Plan of Action will be developed and will require the assistance of the Board to span out and attract individuals to events. The discussion will be continued at the September meeting.

#### **IV. Public Input**

None.

#### **V. Schedule Next Meeting Date – Monday, September 17, 2012**

The next meeting of the Ad Hoc Committee has been scheduled for Monday, September 17, 2012 at 4:45 p.m.

#### **VI. Adjournment**

Mr. McHugh requested a motion to adjourn the Ad Hoc Committee meeting. Mr. Guadagnino so moved and the meeting was adjourned at 5:50 p.m. without further discussion.

Respectfully submitted,

Ramute "Jak" Jakubauskas  
Administrative Assistant