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Board of Directors' Meeting May 30, 2012

Present: Bryn Fisher, Dan Regan, Ronna Ziegel, John Duffy, Jeff Hunsberger, Karen Shea, Katie Marvin

Staff: Scott Johnson, Becky Gonyea

1. Approve Minutes

Bryn motioned to approve the May 9, 2012 meeting minutes. Jeff seconded. Motion passed.

2. Board Membership

Scott informed the Board that Bryce has resigned as a Board member due to her son being accepted into a school in the Lyndon area and their upcoming move to the Northeast Kingdom.

Becky has confirmed Dot Reeve's interest in joining the board. Ronna has confirmed Brenda Christie's interest in joining the board. Both will attend the June Annual Meeting.

3. Land Update

The LFC is moving forward with purchase of Harvey property with a closing date of June 14th.

4. Fundraising Training

Christine Graham spent the rest of the meeting with the Board discussing next steps regarding donor identification, cultivation, and solicitation.

Having time to prepare for a capital campaign and strengthen ongoing fundraising is good.

It is important to maintain enthusiasm and energy leading up to a capital campaign.

Christine asked the members to think of people who might be good candidates to be interviewed during the capital campaign feasibility study. Criteria to consider:

- Understanding of the LFC
- Current donors
- Donors to other similar organizations (kids, families)
- Understanding of the community – what do people like, not like, what works in the community, what is the story that would resonate in the community

The Board brainstormed –

Questions to be prepared to answer:

- What will this facility do for the LFC?
- What will it do for our participants?
- How do strong, healthy families help communities?
- Return on investment?
- How can you tell if you are successful?
- Cost?
- Size?
- Style?
- Timing?
- What geography do you serve?
- Why not satellite office(s)/building(s)?
- Will you serve more people?

Encouraging, Educating and Celebrating Families

A United Way Community Partner



- Will you employ more people?
- Why this location? Why not downtown?
- Shortcomings of current site? Why not expand here? Limitations of site – impact on programs?
- How is the LFC structured (staff)?
- Strengths and weaknesses of staff and board? Leadership issues?
- How have you prepared for this?
- Debunk myths
- Describe the programs and facts/figures
- Who do you serve? Demographics. # served and growth.
- Tax issues – property taxes
- What is the LFC economic impact?
- How does the LFC benefit business?
- What is the financial impact on the LFC to complete this project - mortgage?
- What about ongoing operating expenses at new facility?

The Board identified –

Things we can do now:

- Learn programs and how to describe and IMPACT
- Introduce staff
- Bring prospects to current facility
- Capture stories and emotions
- Set up Facebook page/You Tube video/social media
- Talk at your own groups – Rotary, Chamber of Commerce, Masonic Lodge, Professional groups, Workforce Investment Board, Businesses
- Host parties – networking

The Board identified –

How to get the word out - for Annual support and general awareness:

- Local papers
- Local radio
- Facebook – LFC page and other groups
- Presentations – basic info and impact
- Attend Annual Meeting and talk to new people
- Invite others to Annual Meeting
- Local school newsletters
- Front Porch Forum
- Think of more names for Annual Appeal
- Write notes on Annual Appeal letters
- Consider an event

NEXT MEETING –

Wednesday, June 27th

4:30pm – Business Meeting

5:30 - 7pm – Annual Meeting