

480 Cadys Falls Road Morrisville, Vermont 05661 Phone – (802) 888-5229 Fax – (802) 888-5392 Web – www.lamoillefamilycenter.org

Board of Directors' Meeting June 15, 2011

Present:

Board Members – Ronna Ziegel, Bryce Breton, John Duffy, Bryn Fisher, Keith Thompson, Sandy Paquette, Jeff Hunsberger Staff – Scott Johnson, Becky Gonyea Guest – Christine Graham, CPG Enterprises

1. Capital Campaign Feasibility Study -

The Board met with Christine Graham to learn more about a capital campaign feasibility study.

Why conduct a feasibility study –

The Board will set meaningful and important goals to test with the community. The Board will identify best possible project, study will determine best possible support.

Interview Process –

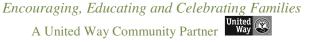
- Cover letter with case statement sent to each interviewee by the LFC
- Becky would call to schedule the meetings with Christine (confidential meeting with just Christine)
- Interviews are typically in home or office if requested, will go to a public place
- Purpose determine whether the LFC is positioned to move forward with a campaign
- At least one hour per interview
- Christine must learn all about the LFC and project serves as ambassador for LFC

Who to Interview -

- People with the ability to contribute (current donors and non-donors) individuals, businesses, foundations
- People with connections
- People unknown to the LFC

Interviews -

- Test interest/caring in LFC what parts mean the most, what is most important to the community
- Learn what motivates the donors
- What is the image, understanding, misconceptions of LFC?
- What is their interest in the LFC? Why do they care about LFC?
- What do they think about the project what like, don't like
- How much money they might give to the project?
- Who could provide support ask the donors who else might support/contribute?
- Who else might give the largest gifts (this list would be included in the report might start cultivating these people immediately)
- Brings a "gift chart" number of donors needed at different levels –
- 60% of money will come from 7-11 people. Who are these people? Gift level in campaign brochure with naming opportunities
- Interested in naming/honor/memorialize someone?
- Interest in active involvement with campaign campaign committee, events, etc.



Materials needed to conduct interviews -

- Case statement that describes the project describe property, cost, current property
 - o Staff draft with guidance from Christine, board reviews/approves
 - \circ 1 3 pages (abbreviated budget 3 lines about revenue and expenses)
- Possible additional materials footprint of property, floor plans, rendering
- Donors today want more data square feet, staff, heating, population served, etc

Internal Review –

- Christine will review current fundraising system how ready are we administratively to run a campaign?
- This can be done anytime during the feasibility study.

Final Report -

- Summarizes interviews
- Statistics priorities, concerns, raw data to questions
- Recommends next steps for a successful campaign
- Report is sent to the board and staff
- Christine comes to a meeting to discuss

Capital Campaign Details -

- Establish small campaign committee to start get it moving
- Enlarge committee as we move forward add donors to the committee
- Ask highest level donors first
- Board needs to make contributions first necessary to say 100% giving
- Campaign is in the "quiet" phase until 60-70% of funds are raised
- Identify strategy for ask
 - o Understand what the potential donor is interested in
 - o Who meets with donor/asks for contribution staff, board, committee member
 - Who is invited to meeting spouse, children, etc.
 - Offer naming opportunities
 - o Christine would advise about approach/strategy
- Typical result is more money raised in annual appeal as a result of capital campaign
- Should the LFC have a "business plan" there is increasing interest in non-profits having a business plan, versus traditional strategic plan. Christine recommends a modest plan.
- Staffing considerations
 - The campaign will take time/resources, especially of Executive Director and Development Director.
 - Will we need more staff Admin support? Campaign manager?
 - o Christine's internal review will help determine what is needed
- Campaign cost minimum 7 8% of campaign, with staffing 10%
- Relationship with Christine
 - Contract for feasibility study
 - o Contract for ongoing consultant through campaign, more in planning phase, then less

LFC Timeline/Next Steps -

- Appraisal/purchase price of church June
- Board decision regarding moving forward with the church July
- Decision/next step regarding Harvey property August 1st
- Identify interview list/back up list Summer
- Draft case statement Summer
- Identify public funding Summer/Ongoing
- Heighten LFC visibility in community Ongoing

- Architectural/Engineering August/September
- Feasibility study September December

Possible Funding for Feasibility Study -

- Search "capacity building" in directory
- Vermont Community Foundation

2. New Board Members

Karen Shea has been invited to join the board. She will attend the meeting next week. Board members are meeting Linda Powell – Monday 20th 4:30pm at the Stonegrill

3. Board meeting next week - June 22nd Annual Meeting

Short meeting -4:30-5:15pm

Discussion of officers for July election, July meeting schedule, property update

4. Compensation Study -

The study is complete.

The results were presented to staff on Monday.

A staff committee is meeting tomorrow to begin to create a recommendation of a framework for making adjustments.

5. Staff Changes -

Stuart Senghas – Supervised Visitation
Chelsea Metayer – Children's Integrated Services Developmental Educator
Lindsey Neilson – Child Care Center Teacher
Susan Titterton – Learning Together Teacher
Paul Ulrich – LINK Case Manager
All positions are currently being advertised.

Ronna motioned to adjourn. Bryn seconded. Motion passed.

Next meeting

ANNUAL MEETING

June 22nd
Board 4:30 – 5:15PM
Public Event 5:30 -7:00PM