

Meeting Minutes of August 9, 2007

Meeting No. 26

Kathy Cole called the meeting to order at 1:10 p.m. in the OPS Conference Room, of the Mason Building.

Members present: Kathy Cole, Lin Emmert, Jim Niewiek, Diane Philpot, Jim Salo, Richard Darling and Tom Furtaw

DMB staff present: Vivian Grinnell, Bob Hall

Guests: Vida M. Fisher, Kettering University, and Chris Luty of the Michigan State Police Troopers Association

1. Review of Meeting Minutes from July 12, 2007

Motion made by Jim Salo to accept minutes as written, seconded by Lin.  
MOTION CARRIED.

2. Financial Update

Vivian distributed the Financial Report since Dane was unable to attend today's meeting. She then reviewed several donation acknowledgement letters from various FOPs. Kathy Cole presented a check in the amount of \$5,500 raised at the Sgt. Paul Cole Memorial Golf Outing, and members applauded. Kathy and Jim Salo submitted travel expense vouchers for processing.

3. Donor Booklet

Lin distributed a draft of the donor booklet for review. She then asked members to decide what picture should appear on page 5 (monument location), the site photo with or without people. It was agreed to use the photo without people. Vida stated that she placed photos of the Commission's fallen family members in the booklet, in the hopes of creating a stronger emotional appeal with potential contributors. The Commission discussed and approved using these photographs. Vida then explained that the booklet is intended to be used with a cover letter and presented to donors in person, once an initial introduction has been made. Other changes were discussed and it was agreed the booklet would be ready for publication by the September meeting.

Because the design photo is so realistic, Kathy stated that several people asked her if the monument was already built. The Commission discussed how the design could be presented so that it looks more like an architectural rendering. Bob Hall stated he would contact David Milling to discuss and advise the Commission accordingly.

4. Fundraising Consultant

Vida asked the Commission to consider acquiring the services of a professional fundraising consultant. She distributed a Gift Chart for a \$3,525,000 capital campaign – approximately the amount needed for the MLEOM. Vida indicated that this chart reflects a typical campaign, drawing attention to the Gifts Needed, Number of Asks and the Total Gift (amount received). She continued that large contributions most often represent 80% of the amount needed, and it would be money well spent hiring a fundraising consultant who is skilled and successful in

writing these kinds of proposals. Following much discussion and with the understanding that the Commission would continue their own fundraising efforts, the Commission agreed.

Tom made a recommendation to establish a contract with a fundraising professional in the amount of \$25,000, as a starting point and modify the contract amount as additional monies become available. Motion made by Tom to form a subcommittee to research professional fundraising services and associated costs, seconded by Diane. MOTION CARRIED. Vivian reminded the Commission that these services must be competitively bid. Tom asked members to email him their concept of the services this professional could provide, as well as their ideas regarding a title for the fundraising effort.

5. Donor Brochure

Diane distributed a draft of the donor brochure. The Commission suggested some minor changes, including the addition of a donation section. Also discussed was the fact that this brochure will be useful in educating the general public about the monument, and provide the information necessary for making a donation. Diane will revise the brochure accordingly and have it ready by the next meeting so that DMB Print & Graphics can print.

6. Donor Lists

Each member was asked to contact their top 3 potential donors and email that list to Vivian. Following much discussion, the Commission concurred that member donor lists should represent those businesses where members have a personal contact at some level. Kathy asked Chris if the State Police Troopers would be willing to share their donor information. Chris stated he would assemble that information and bring it to the next meeting.

7. Other Fundraising

Jim Salo reported that Image Makers International of Flint will be invited to attend the next meeting. This company has offered to donate their time and talent to produce a dynamic fundraising video.

4. Next Steps

- The Donor Booklet will be revised based on the changes discussed at today's meeting, and be ready for final review at the Commission's September meeting.
- The Donor Brochure will be revised based on the changes discussed at today's meeting, and be ready for final review at the Commission's September meeting.
- Commission members will email Tom with their concept of what a professional fundraising consultant can provide.
- Commission members will email Tom with their ideas regarding a title for the fundraising campaign. This title will be used in both the Donor Booklet and Donor Brochure.

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- Bob Hall will contact David Milling regarding an image that can be used for the Donor Brochure.
- Vivian will contact Purchasing Operations for preliminary information on bid specifications and to determine if there are already registered vendors who provide fundraising services.
- Jim Salo will contact Image Makers to attend the September 13<sup>th</sup> meeting.

Meeting adjourned at 3:00 p.m.

**Next Meeting: Thursday, September 13th @ 1:00 p.m.  
Stevens T. Mason Building – OPS Conference Room**