

**Development Committee Meeting Minutes**  
**Veterans Services Foundation Board**  
American Legion Building  
1708 Commonwealth Avenue, Richmond, Virginia  
**September 19, 2019**  
**10:00-10:50 a.m.**

A meeting of the Veterans Services Foundation Board of Trustees Development Committee Meeting was held on Thursday, September 19, 2019 at the American Legion Building, Richmond, VA.

**DEVELOPMENT COMMITTEE MEMBERS PRESENT**

- Brad Antle
- Allan Burke
- Douglas Cox
- Frank Finelli
- Jack Lanier
- John Lesinski (*Development Committee Assistant Chair*)

**DEVELOPMENT COMMITTEE MEMBERS ABSENT**

- Nicole Carry (*Development Committee Chair*)
- Anthony Gitalado

**DVS REPRESENTATIVES PRESENT**

- Tiffany Robertson (*DVS Staff*)

**GUESTS PRESENT**

- Maggie Wickersham

**Materials Distributed and Attached**

- Development Meeting Agenda (*Attachment 1*)
- BoodleAI Fact Sheet (*Attachment 2*)
- ADP Employee Giving Report/Kroger Community Rewards Report (*Attachment 3*)
- Host a Veterans Day Event packet (*Attachment 4*)

**Opening Remarks**

Assistant Chair John Lesinski welcomed everyone and called the meeting to order at 10:03a.m. He welcomed new trustee, Dr. Douglas Cox.

**A quorum was determined.**

**Approval of Agenda**

Assistant Chair Lesinski asked for a motion to approve the agenda (*Attachment 1*). Mr. Brad Antle moved to approve the agenda, and Mr. Jack Lanier seconded the motion. There was no discussion, and the motion passed unanimously.

**Approval of Minutes from June 13, 2019**

Minutes were sent out electronically prior to the meeting. Paper copies were also available. Assistant Chair Lesinski asked for a motion to approve the minutes from the June 13, 2019 Development Committee Meeting. Mr. Lanier moved to approve the minutes, and Mr. Antle seconded the motion. There was no discussion, and the motion passed unanimously.

## **Reports:**

### **a. New Initiatives**

**BoodleAI** - Board Chair Frank Finelli shared about BoodleAI, (*Attachment 2*) an artificial intelligence support tool for nonprofit fundraising. It uses your contacts to determine who might be willing to donate. The cost is approximately \$3,000 per year for 20 seats, which would be paid by a volunteer. Each trustee would have access to the Web based platform. This is an easy and standardized way to tap individual networks. Trustees are able to send out a standard email that can be personalized.

**LinkedIn** - Anthony Gitalado set up the LinkedIn page and launched it on June 24, 2019. Eight posts have been made and from those, 1,548 views and 41 likes. There have been 185 connections made. Mr. Antle suggested that an email be sent to trustees asking them to share the LinkedIn Link.

**Increasing Donations from Major Corporations** - Assistant Chair Lesinski suggested that in order to get larger donations, trustees need to leverage their contacts at the business level such as by making a direct appeal to the CEO, CFO, etc.

Mr. Antle suggested inquiring if the Secretary of Commerce has a listing of the top 100 Virginia based companies. Trustees might have points of contacts in those companies.

Mr. Lanier suggested contacting Dragas Builders in the Tidewater Area as he knows the CEO. It was suggested that Nicole Carry and Jack Lanier partner to make the contact.

### **b. Employee Giving and Matching Gifts**

Mrs. Tiffany Robertson shared the ADP Employee Giving report along with the Kroger Community Rewards report (*Attachment 3*).

Assistant Chair Lesinski suggested checking to see if Martin's/Giant, Sheetz, Turkey Hill, Royal Farms, and Wawa have similar programs.

Last year, we had letters that we sent out to new donors and current donors that could possibly be adapted for this if needed.

## **Unfinished Business:**

### **a. Veterans Day Events**

The Host a Veterans Day Event packet was included in the handouts (*Attachment 4*). Trustees should try to get restaurants in their local community to donate a portion of their revenues (10-15%) for a day in November. Assistant Chair Lesinski had a meeting with local pub that will donate 10% of the revenues on Veterans Day. The restaurant is going to advertise in the local newspaper. Patrons will be supporting a restaurant and supporting veterans. Anthony Gitalado has confirmed one restaurant and has contacted three others. Karla Boughy has two establishments confirmed.

Some chains/restaurants might require trustees to submit additional information. Mr. Antle requested a letter that can be personalized to send with the packet.

### **b. Other Unfinished Business**

Mr. Lanier shared that each year the RTD invites veterans to write a profile that is published for Veterans Day. If Trustees submitted profiles, then they could briefly highlight their involvement with the Foundation.

## **New Business:**

### **a. Approval of Development Committee Recommendations, if needed**

The committee would like for a letter to be sent out to trustees that can be easily tailored to a particular person/company/situation. Assistant Chair Lesinski will look into getting a list of the top Virginia corporations by revenue.

### **b. Other New Business**

None

## **Public Comment**

Assistant Chair Lesinski asked if there were any public comments. There were none.

## **Adjournment**

Assistant Chair Lesinski called for a motion to adjourn the meeting. Mr. Antle made the motion to adjourn the meeting, and Mr. Lanier seconded the motion. There was no discussion, and the motion passed unanimously. The meeting adjourned at 10:49a.m.

## **DEVELOPMENT Committee Meeting Agenda**

### **Veterans Services Foundation Board**

**American Legion Building  
1708 Commonwealth Avenue  
Richmond, Virginia  
September 19, 2019  
10:00 AM – 10:50 AM**

1. Welcome and Roll Call: John Lesinski, *Development Committee Assistant Chair*
2. Approval of Agenda: *Assistant Chair*
3. Review and Approval of June 13, 2019 Development Committee Meeting Minutes: *Committee Assistant Chair*
4. REPORTS:
  - a. New Initiatives: *Committee Assistant Chair*
  - b. Employee Giving and Matching Gifts: *Committee Assistant Chair*
5. UNFINISHED BUSINESS:
  - a. Veterans Day Events: *Committee Chair*
  - b. Other Unfinished Business
6. NEW BUSINESS:
  - a. Approval of Development Committee Recommendations, if needed: *Committee Assistant Chair*
  - b. Other New Business
7. Public Comment (*approximately 10:40 am*)
8. Adjournment

**ATTACHMENT 1**

# FACT SHEET



**What is boodleAI?** boodleAI is the leading provider of *artificial intelligence assistants* that help nonprofits fix their data, find likely donors, and fundraise smarter.

- What does boodleAI do?**
- Enable peer-to-peer fundraisers to acquire new donors who look like the nonprofit's best donors (**boodleP2P**)
  - Enable development staff to identify and message donors faster, better, and easier (**boodlePRO**)
  - Fix their messy data through identity resolution (**boodleFIX**)
  - Create look-alike models that find people who look like a nonprofit's target audience (**boodleFIND**)

**Who leads boodleAI?** boodleAI is led by experienced entrepreneurs, technologists, and nonprofit fundraisers:

- Shawn Olds, Co-founder and CEO. [Bio.](#)
- France Hoang, Co-founder and Chief Strategy Officer. [Bio.](#)
- Eric Okimoto, Co-founder and COO. [Bio.](#)
- Ansel Teng, CTO. [Bio.](#)
- Maureen Devine-Ahl, VP Growth. [Bio.](#)

**Why does AI matter to nonprofits?** Nonprofits fundraise in a world being transformed by AI. The future of nonprofit fundraising is human-AI teams. [More info.](#)

**What results has boodleAI had?**

- increase nonprofit email donation rates 100x the average
- decrease nonprofit donor acquisition costs up to 90%
- acquired a \$1,000 new donor in 10 minutes, raised \$3,600 in new donations in one hour, raised \$10,000 in one week

**Are there videos that explain boodleAI?**

- [Introduction to boodleAI](#)
- [Fundraiser Getting Started Video](#)
- [How Does the AI in boodleAI Work?](#)

**Website?** [www.boodle.ai](http://www.boodle.ai)

**Media Contact?** Yasmin Zand, [yasmin@boodle.ai](mailto:yasmin@boodle.ai), (703) 995-5081

**ADP Employee Giving Report  
Donations given through Benevity**

<b>Date</b>	<b>Employee Amount</b>	<b>ADP Match Amount</b>	<b>Monthly Total Received</b>	<b>Number of Donors</b>
10/24/18	\$ 90	\$ 90	\$ 174.78	1
11/28/18	\$ 60	\$ 60	\$ 116.52	1
12/21/18	\$ 62	\$ 62	\$ 120.40	5
1/28/19	\$ 104	\$ 104	\$ 201.97	3
2/1/19	\$ 104	\$ 104	\$ 201.97	3
2/25/19	\$ 104	\$ 104	\$ 201.97	3
3/25/19	\$ 104	\$ 104	\$ 201.97	3
4/30/19	\$ 104	\$ 104	\$ 201.97	3
5/24/19	\$ 104	\$ 104	\$ 201.97	3
6/24/19	\$ 102	\$ 102	\$ 198.08	3
<b>FY19 Total</b>			<b>\$ 1,821.60</b>	
7/24/19	\$ 100	\$ 100	\$ 194.20	2
8/27/19	\$ 100	\$ 100	\$ 194.20	2
<b>FY20 Total</b>			<b>\$ 388.40</b>	
<b>Overall Total Received To Date</b>			<b>\$ 2,210.00</b>	



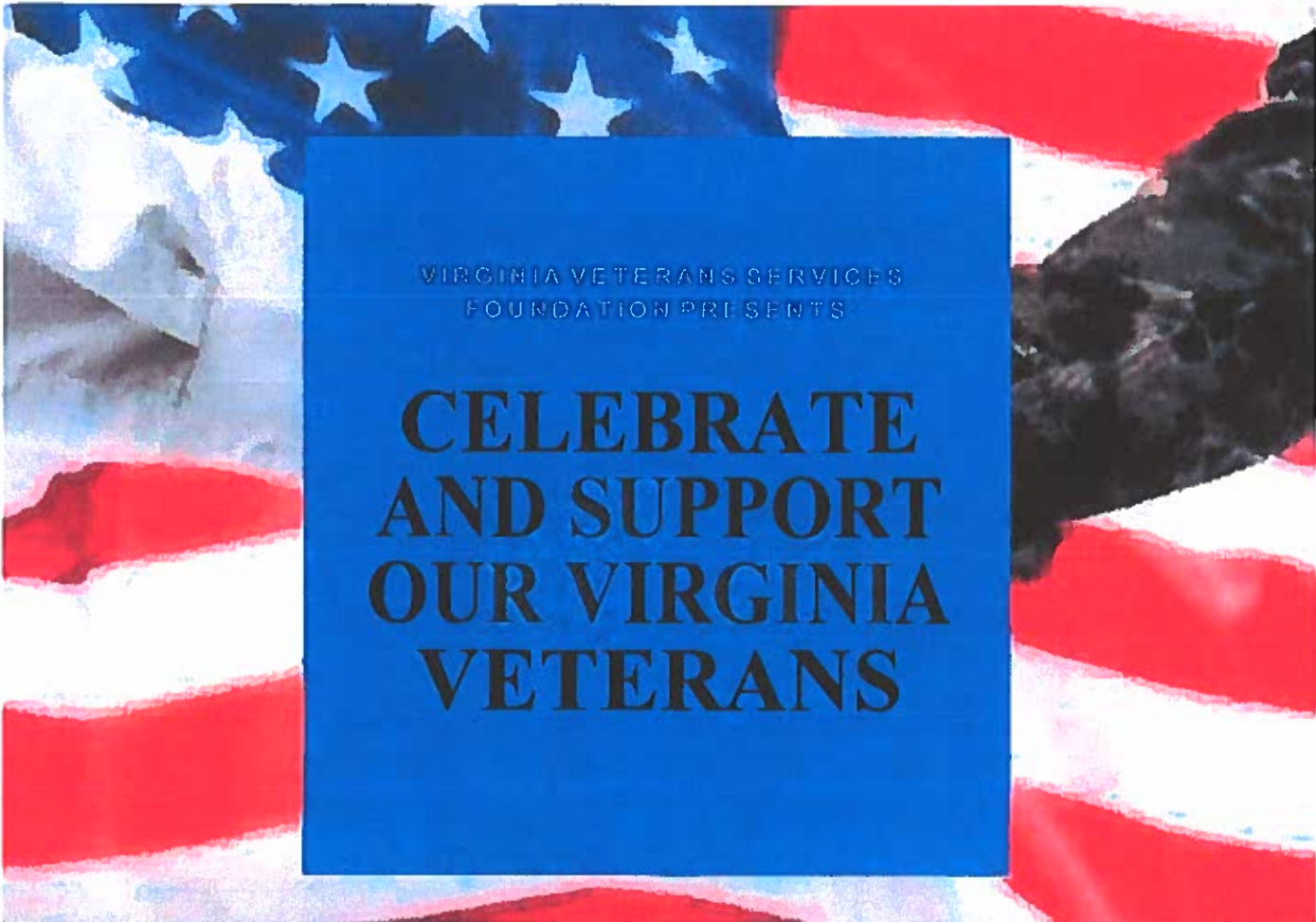
**Community Rewards Giving Report**

**June 1, 2019 – August 31, 2019**

**14 Households participating**

**The Veterans Services Foundation received \$107.41 in Total Donations**

**ATTACHMENT 3**



VIRGINIA VETERANS SERVICES  
FOUNDATION PRESENTS

# CELEBRATE AND SUPPORT OUR VIRGINIA VETERANS



*Celebrating*  
**OUR VETERANS**  
*who gave  
us all so much*



**HOST A VETERANS  
DAY EVENT!**

**Any Day in November 2019**

Contact: Karla Williams Boughey  
Executive Director  
Virginia Veterans Services Foundation  
Office 804-225-4748  
karla.boughey@vsf.virginia.gov  
[www.VVSF.org](http://www.VVSF.org)



**The Commonwealth of Virginia is widely recognized as home to 725,000 Veterans.** These brave Virginians include those who stormed the shores of Iwo Jima and Normandy, who fought in Korea, Vietnam, Central America, Afghanistan, Iraq, Africa, Libya and wherever they were needed throughout the world. They come from all walks of life and all branches of service. Today they live here with us in Virginia and are our friends, our neighbors, our employees, and in many cases, our customers and clients.

*Our vets served us. Now it's our turn to serve them.*

Government resources alone cannot fully meet the needs of Virginia Veterans and that is why the role of the Virginia Veterans Services Foundation is so important.

### **Virginia Veterans Services Foundation**

The Virginia Veterans Services Foundation was established to support the interest of Virginia Veterans and their families through the Secretary of Veterans and Defense Affairs and services and programs offered by the Department of Veterans Services (DVS). The Foundation is governed and administered by a board of trustees.

The Virginia Veterans Services Foundation provides *supplemental funding* for designated Veteran programs and services when state and federal funds are not available. The Foundation depends solely on contributions from the generosity of community and civic organizations, businesses and corporations, grants, and caring individuals. *100% of all contributions made to the Virginia Veterans Services Foundation provides direct support to our veterans in crisis or in need of assistance. Each dollar raised stays right here in Virginia!*

The Foundation is eligible to receive tax-deductible donations. Donations may be tax exempt under section 170 (c) (1) of the Internal Revenue Code and section 2.2-2719 of the Code of Virginia.

For additional information:

Please visit the Virginia Veterans Services Foundation website [www.vvsf.org](http://www.vvsf.org) or contact:

Karla Williams Boughey  
Executive Director  
Veterans Services Foundation  
101 North 14th Street, 17th Floor  
Richmond, Virginia 23219  
804-225-4748 or [karla.boughey@vsf.virginia.gov](mailto:karla.boughey@vsf.virginia.gov)



## **Celebrate and Support our Virginia Veterans**

### **Suggested Guidelines to Plan a Veterans Day Event**

### **November 11, 2019**

**1. Form a Planning Committee**

*Recruit friends, family, employees or anyone who shares a common interest in Celebrating and Supporting our Virginia Veterans. With the help of a dedicated and enthusiastic group of people, the success of your event will increase.*

**2. Select a Date or Dates**

*Ex: Veterans Day, the week of Veterans Day or the entire month of November.*

**3. Choose a promotion that will fit your business and draw in your customers**

*Ex: Percentage of all sales, percentage of sales for a particular menu item. Consider adding a raffle or silent auction. The possibilities are endless.*

**4. Decide what percent of the net proceeds will be donated**

*Ex: People are generous and eager to support our Virginia Veterans. Knowing this information will encourage your guests to spend more to increase donations.*

**5. Start Brainstorming with your Planning Committee to develop a marketing and publicity strategy**

*Ex: Identify and honor local Veterans and Veteran groups. Create a flyer. Promote on Social Media. Invite elected officials. Use any form of media that is available to reach as many people as possible.*

**6. Now you are ready to get started!**

*Please complete the Fundraising Registration Form and send via mail or email to:*

**Karla Williams Boughey**  
Veterans Services Foundation  
101 North 14th Street, 17th Floor  
Richmond, Virginia 23219  
[karla.boughey@vsf.virginia.gov](mailto:karla.boughey@vsf.virginia.gov)  
804-225-4748

**7. Once the Fundraising Registration Form is submitted, you will be contacted by the Foundation to discuss final details and ask questions.**

*Our vets served us. Now it's our turn to serve them.*





# THE VIRGINIA VETERANS SERVICES FOUNDATION Fundraising Registration Form

*Thank you for your willingness to assist our Virginia Veterans and their Families*

- 
- 1. Type of Event and Event Name/Title:**
  
  - 2. Name of the Sponsoring Organization and Mailing Address:**  
Name:  
Address:  
City:
  
  - 3. Brief description of the Organization:**
  
  - 4. Date and Time of the Event:**
  
  - 5. Location of the Event (Facility Name and Street Address):**  
Name:  
Address:  
City:
  
  - 6. Point of Contact for Event:**  
Name:  
Address:  
City:                      ZIP:  
Phone:                                      Cell Number:  
Email Address:
  
  - 7. Is the Event open to the public?**
  
  - 8. Website(s) on which Event will be posted:**
  
  - 9. What percent or amount of the net proceeds, less expenses, will be donated?**
  
  - 10. Requested support from the Foundation or Program staff.**
  
  - 11. Foundation/Program Staff Contact Person:**
  
  - 12. Other Information:**

