

**Development Committee Meeting
Veterans Services Foundation Board
February 17, 2021
11:00 a.m. – 12:31 p.m.**

A meeting of the Veterans Services Foundation Board of Trustees Development Committee Meeting was held on Tuesday, February 17, 2021 virtually via zoom.

Development Committee Members Present

- Ms. Robin Beres *Development Chair*
- Mr. Allan Burke *Assistant Development Chair*
- Ms. Nicole Carry, *joined at 11:35A*
- Mr. Kyle Craig
- Dr. Jarris Taylor, Jr.
- Ms. Valerie Zimmerman

VSF New Board Members Present

- Ms. Lettie Bien
- Ms. Paula Buckley

VSF Staff Present

- Ms. Karla Boughey, *Executive Director.*
- Ms. Erin Green, *Operations Manager*

Materials Distributed and Attached

Development Meeting Agenda (*Attachment 1*)
Development Committee Plan (*Attachment 2*)
Recurring Donation Email (*Attachment 3*)
Matching Gift Campaign Letter (*Attachment 4*)

Opening Remarks

Executive Director Karla Boughey welcomed everyone and allowed new members to introduce themselves.

Chair Beres called the meeting to order at 11:16AM.

A roll call vote was taken and a quorum was determined.

Approval of Agenda

Chair Beres called to approve the meeting's revised agenda and previous committee minutes from November 17, 2020. Valerie Zimmerman moved to approve today's revised agenda. Dr. Jarris Taylor Jr. seconded the motion. A roll call vote was taken and the motion passed unanimously.

Ms. Valerie Zimmerman moved to approve November 17, 2020 board minutes. Mr. Allan Burke seconded the motion. A roll call vote was taken and the motion passed unanimously.

Reports

Update on FY21 Donation Totals:

Executive Director Boughey stated in December 2020 VSF received a total of 92 donations and VSF have raised a total of \$77,000. In December 2019 VSF received a total of 163 donations and VSF received a total of \$160,738. Executive Director Boughey stated that in 2019 VSF received a \$100,000 grant from an organization which VSF did not receive in 2020. The amount of individual donors went up, which means VSF is reaching more people but the lack of the \$100,000 corporate donation creates a gap that needs to be filled.. Executive Director Boughey stated she expects VSF to receive a large corporate donation before the end of the fiscal year and would provide more details when she could.

Discussion of Development Committee Plan:

Chair Beres asked if anyone had any additional questions/recommendations on the Development Plan that was sent out. The committee discussed being more present on our social media accounts.

Mr. Kyle Craig suggested the committee look into an application called IFTTT which would allow simultaneous messaging on all of VSF social media accounts (Twitter, LinkedIn, Facebook, Instagram, etc).

The committee agreed that they like the plan that was provided to them and would like to move forward implementing the plan.

Discussion of Recurring Donation and Matching Gift Campaigns

The committee discussed the dissemination of the letter. Executive Director Boughey stated that all contacts in Constant Contact will receive a message and it will also be put on social media.

The committee discussed the name of the program as they had concerns that there were other programs that had a similar name as well as a memorial in Florida. The committee came up the name Virginia Circle of Hero's Giving Program and decided to add more information in the letter pertaining to VVSF. The committee discussed the best method for disseminating the letter. The committee had no concerns with the letter and approved the matching gift campaign letter.

Corporate and Federal Grants:

A list of corporations was compiled for potential inclusion in the Committee's FY21 plan. Chair Beres asked the committee if they had any contacts at any of the organizations and if so would they be willing to reach out to them.

Committee Members will continue to look into their contacts and keep staff updated on any contacts they may have to be included in distribution efforts.

Unfinished Business

The Committee discussed the best way to reach potential donors in the November 2020 meeting. This included creating an easily accessible envelope for the Board Members to have to give out to potential donors. The committee asked if this was still a possibility. Executive Director Boughey stated that she really liked this idea and would work on creating a universal donation envelope.

New Business

It was determined that there is no new business to address at this time.

Public Comment

Chair Beres asked if there were any public comments. No members of the public were present to comment.

Adjournment

Chair Beres moved to adjourn the meeting. There was no discussion and the motion passed unanimously. The meeting adjourned at 12:31 p.m.

Veterans Services Foundation Board of Trustees
Development Committee Electronic Meeting
February 17, 2020 at 11AM

AGENDA
Attachment 1

- I. Opening, Roll Call, Quorum Determination: *Robin Beres, Committee Chair*
- II. Approval of Agenda: *Committee Chair*
- III. Review and Approval of November 17, 2020, Development Committee Meeting Minutes: *Committee Chair*
- IV. Reports
 - a. Update on FY21 donation totals: *Karla Boughey, VSF Executive Director*
 - b. Development Committee Plan: *Committee Chair*
 - c. Recurring Donation and Matching Gift Campaigns: *Committee Chair*
 - d. Corporate and Federal Grants: *Committee Chair*
- V. Unfinished Business
 - a. Other unfinished business: *Committee Chair*
- VI. New Business
 - a. Other new business: *Committee Chair*
- VII. Public Comment:
- VIII. Adjournment

**VSF DEVELOPMENT FUNDRAISING for the remaining months of FY 21
Development Committee Meeting 2.17.2021, Attachment 2**

Focus Areas	Challenges	Targets June 30, 2021*
<p style="text-align: center;"><u>Donor Retention</u></p> <ol style="list-style-type: none"> 1) Ensure sound donor retention before jumping into aggressive acquisition strategies; 2) As we work to increase new donors, evaluate if existing donors are being lost; 3) Appreciate current donors and focus on larger donations; 4) Acknowledge donations in a timely manner. Keep data base updated and accurate; 5) Invite Trustees to send personal notes, emails and phone calls; 6) Create additional touch point opportunities throughout the year; 7) Know your donors and build relationships; 8) Acknowledge Veteran Service Organizations (VSO). This is a donor list that continues to grow and has great potential; 9) Enlist the help of the Trustees. Donors are thrilled to hear from the Board and impressed a trustee took the time to reach out; 10) Secretary Hopkins and Commissioner Maxwell are willing to help make personal contacts. 	<ol style="list-style-type: none"> 1) COVID has caused building shutdowns and quarantines which resulted in interruptions and at times significant delays in the daily working schedule. 	<ol style="list-style-type: none"> 1) All donors acknowledged within 7 days of receiving the donation; 2) Continue to develop appreciation strategies; 3) Make personal calls to donors who donate \$1,000 or more; 4) Make personal calls to donors who have a long history with VSF and thank them for their loyalty; 5) Follow up with calls, emails or handwritten notes to donors who make recurring donations; 6) Send Appreciation Certificates to all VSOs no matter the size of the donation.

**VSF DEVELOPMENT FUNDRAISING for the remaining months of FY 21
Development Committee Meeting 2.17.2021, Attachment 2**

<p align="center"><u>Donor Acquisition</u></p> <ol style="list-style-type: none"> 1) Donor acquisition is the process of bringing on new donors or potential donors via marketing and networking; 2) Promote Matching Gifts and Recurring Donation programs through email marketing; 3) Continue to grow social media; 4) Purchase Facebook ads; 5) Create a Twitter account; 6) Provide VSF presentations to various groups; 7) Produce a fundraising letter for the end of May. 	<p align="center"><u>Challenges</u></p> <ol style="list-style-type: none"> 1) Increasing the number of email addresses and mailing addresses; 2) Limited VSF staff. 	<p align="center"><u>Targets*</u></p> <ol style="list-style-type: none"> 1) Make daily posts on social media; 2) Request the contact info of potential donors from the Trustees; 3) Develop a list of potential organizations that would be interested in a VSF presentation; 4) Ensure the May fundraising letter is ready to the mail by May 31st. End of the FY effort to increase donation totals.
<p align="center"><u>Major Gifts</u></p> <ol style="list-style-type: none"> 1) Corporate Grants (please see the grant attachment); 2) Secretary Hopkins is willing to contact the various corporations on behalf of VSF; 3) The Dominion Energy Charity Classic in FY21 & FY22. 	<p align="center"><u>Challenges</u></p> <ol style="list-style-type: none"> 1) Identifying a contact person within the each corporation. 	<p align="center"><u>Targets*</u></p> <ol style="list-style-type: none"> 1) Submit 3 or more grant requests.

* With only 4 months left in FY21, this development plan is conservative. However, these are areas where VSF currently needs to improve and expand. A more comprehensive plan incorporating the guidance of the Trustees will be developed and presented in June.

Become a member of the Virginia Veterans Services Foundation Virginia Circle of Heroes Giving Program

The Commonwealth of Virginia is widely recognized as the home of nearly 725,000 veterans. Our brave Virginia heroes served wherever they were needed throughout the world. They come from all walks of life and all branches of service. Today, nearly one in twelve Virginians has worn the uniform.

The Virginia Veterans Services Foundation is committed to serve those who served us and to achieve this, we need your commitment too.

The Virginia Veterans Services Foundation provides supplemental funding when government resources are not available, for a broad range of programs in areas such as homelessness, behavioral health, education, employment, and many more. The Foundation depends solely on the generosity of others.

Please note that ***100% of all contributions made to the Virginia Veterans Services Foundation go directly to our veterans in crisis or in need of assistance. No portion of donated funds goes to administrative costs.***

Today, we reach out to respectfully request your support and invite you to become a member of the Virginia Veterans Services Foundation **Virginia Circle of Heroes** giving program.

As a member of the **Virginia Circle of Heroes**, you will be part of a special group of donors who are working diligently to assist our veterans through a recurring monthly contribution. This is a unique group of heroes helping to provide a protective circle of critical services and programs around heroic veterans who may need them the most.

To become a member of the **Virginia Circle of Heroes**, please visit the Virginia Veterans Services Foundation website vvsf.org and sign up as a recurring donor. Each donor who demonstrates a strong commitment to address our common goal of serving those who served us will be recognized on the website as a member.

Please join forces with the Virginia Veterans Services Foundation in our efforts to sustain the level of support necessary to meet the challenges our veterans may face now and in the future. Together we will succeed.

Thank you,
John Lesinski,
Chairman
The Virginia Veterans Services Foundation

To learn more about the Virginia Veterans Services Foundation please visit www.vvsf.org or contact the Executive Director, Karla Boughey at 804-225-4748 or karla.boughey@vsf.virginia.gov.

Donations to the Foundation may be tax-deductible under § 170(c)(1) of the Internal Revenue Code.

Federal ID: 46-2744762

Matching Gift Message

Dear Donors:

Would you like to double your generosity without costing you more money?

If so, the Virginia Veterans Services Foundation may have a successful way for you to achieve this through your employer's matching gifts program.

A matching gift is the most common form of corporate giving in which employers match donations that employees make to eligible nonprofit organizations, such as the Virginia Veterans Services Foundation.

Matching gift programs are offered by businesses of all shapes and sizes to support projects and endeavors that are important to their employees. It creates an environment where employees and employers work together to build a better community through the work of nonprofit organizations.

Are you employed with a company that offers a matching gift program?

You may have the ability to maximize your giving potential to the Virginia Veterans Services Foundation and not know it. Statistics indicate that as many as 75% of donors who are eligible for matching gifts are not aware their employer offers a program. Please take a moment to learn if your employer will match your gift.

- Contact your employer and ask if a matching gift program is offered. If you have an HR department, this may be the best place to start.
- Ask if there are any necessary forms to fill out and possible submission deadlines.
- The Virginia Veterans Services Foundation may be required to register with your employer to qualify to receive matching gifts. Contact our office and we will provide the necessary information needed to your employer.
- Doubling your donation makes a critical difference in the lives of Virginia veterans.

The Virginia Veterans Services Foundation provides supplemental funding for veteran programs and services when government resources are not available and provides the Commonwealth with a pathway to reach veterans who may not otherwise receive needed help. The foundation depends solely on the generosity of others.

You will be pleased to know that *100% of all contributions provide direct support to our veterans in crisis or in need of assistance. No portion of donated funds goes to administrative costs.*

Virginia veterans came from all walks of life and served with distinction in all military branches. The Virginia Veterans Services Foundation is committed to serve those who served us. We would be honored to partner with you and your employer on behalf of our veterans and their families.

Your thoughtful consideration of the Foundation's work is greatly appreciated.

Sincerely,

John Lesinski
Chairman
Virginia Veterans Services Foundation

To learn more about the Virginia Veterans Services Foundation please visit www.vvsf.org or contact the Executive Director, Karla Boughey at 804-225-4748 or karla.boughey@vsf.virginia.gov. Donations to the Foundation may be tax-deductible under § 170(c)(1) of the Internal Revenue Code. Federal ID: 46-2744762