

ANN Development Committee
June 19, 2014

MINUTES

Call to Order: 2:06 pm

Attending: Cheri, Cyndy, Phil

Reviewed Committee Description

Discussed Chairs: Phil will serve as chair for remainder of 2014.

Discussed Comparable Agency Analysis of other state associations.

Reviewed ANN's multiple revenue Streams.

Agreed to have 3 primary areas of focus starting mid-2014:

1. **Corporate Sponsorships** (businesses who benefit from a healthy nonprofit sector)
2. **Grants** (Foundation, Corporation, Government, Civic Organizations)
3. **Workshops and Hybrid Training Model** (example ... combined online platform of Network for Google's Marketing course and on-demand forum with bookend kickoff and graduation events and support to increase motivation/participation, increase higher completion rate, and create an eLearning community with accountability).

We agreed to address policies for decision making ...

- Avoid, whenever possible, conflicts of interest with board members around fundraising.
- Address as a group at the Board Retreat Patti's concern that ANN is taking funds away from nonprofits by applying for grants from competitive pools like Foundations.

To engage board members in developing strategy around #1, we agreed to:

- **Identify possible corporate sponsorship packages.** Phil will pull together packages used in the past, as well as options/prices for possible packages.
- **Generate a list of corporate sponsor prospects.**

Next meeting: 3rd Thursday, Thursday, July 17, 11:30 am - 1 pm, Rapscallions