

**Fundraising Team Minutes
Monday, January 31 10:00 a.m.
Greeley History Museum**

Transcribed by Sarah Saxe
Call to Order: 10:00am

Roll Call: Mike Weiland, Emma Pena-McCleave, Daina Bustillos, Gary Alexander, Flo Mikkelsen, Sarah Saxe, Sarah Lester, Holly Berg

1. Update on Poudre Learning Center capital campaign information meeting
 - a. Gary Alexander arranged a meeting with Sarah Saxe, Gary, and Ray Tschillard, former executive director of the Poudre Learning Center, to ask for advice on our own campaign. Take aways include:
 - i. Don't start off asking for money. Relationship takes 4-6 visits to build donor relations. At first meeting, inform about Greeley Museums in general (mission, activities, impact). Second meeting, get to know donor's interests and connections to our project. Third meeting, introduce capital campaign and make connection to donor's interests. Tell stories to illustrate impact new building/Centennial Village makes in community. Ask donor some version of "what is your role in helping to develop our community's agricultural history?" or "what do you want your role to be in developing our community's ag history?"
 - ii. Big donors/corporations want to give, and they don't care so much about recognition. We can mention our recognition categories (outlined in campaign brochure) as a starting off point, but make sure to ask donor "what kind of recognition is meaningful to you?" Later on, we can create smaller tiers of recognition for donors who contribute more modestly than what is currently outlined.
 - iii. Bring in partnerships with local schools now. Invite teachers from local schools to sit on funding team committee.
2. Update on Farm Show relationship building
 - a. Geoff Havens attended the Farm Show and met many people who were on our donor lists. If Geoff found a good connection/contact, he emailed the funding team member directly with contact info.
3. Update on marketing materials
 - a. Brochures and ½ page document should be back from the printers soon.
 - b. Pop-up banner and PowerPoint template are currently in design with Communications & Engagement department.
 - c. Donor letter and digital campaign brochure already emailed out to funding team members.
4. Update on grants/foundations

- a. Sarah Saxe submitted application request form for Boettcher Foundation – we should hear back if they want us to apply.
 - b. Boettcher Fund from Weld Community Foundation sounds like a good lead but we need to apply within 1 year of groundbreaking – apply in 2023.
 - c. Sarah has a phone call scheduled with El Pomar Grant rep next week.
 - d. Cache la Poudre Heritage Area grant seems like a good option but we need 50% of funds raised. Apply late this year/early next year.
 - e. Sarah eliminated a few grant options that do not fit our project. Sarah will research and pursue a few others that may be promising.
5. Discuss progress on team members' initial contact with potential donors
 - a. Team discussed tactics and phrasing when trying to reach the right person at a corporation where we have no “ins”. Group idea is to call a general number at the company and ask
 - i. “who can I speak to about partnership opportunities?”
 - ii. “who can I speak to about educational initiatives?”
 - iii. “...about community outreach?”
 - b. When speaking with a potential donor, also be sure to ask
 - i. “can you think of anyone else (outside your company) who might be interested in hearing about this project?”
 - c. Daina suggested we approach County Commissioners as a group rather than individually (as is currently assigned).
6. Discuss donor recognition/appreciation possibilities
 - a. Gary reminded us that recognition really isn't top priority of most donors. This will be a necessary discussion with donors at some point, but probably down the road. Use donor recognition tiers from campaign brochure document as a jumping off point but make sure to note recognition is customizable to the donor. We want the recognition to be meaningful to the donor.
7. Determine next steps
 - a. Sarah Saxe will assign board members additional potential donor contacts suggested by Ray Tschillard and Farm Show participants.
 - b. Sarah Lester will reach out to her contacts at Bella Romero and Billie Martinez to ask if teacher/principal/faculty would like to join the committee.
 - c. Daina will reach out to funding team to suggest new strategy of approaching County Commissioners as a group. Daina will take lead on making initial contact with Commissioners.

New Business: None

Old Business: None

Next Meeting: Tuesday February 22, 10am, Greeley History Museum

Adjourn: 10:50am

Prepared by:

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Preparer

Sarah Saxe

Date

3/15/2022

Approved by:

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Board Chair

Mike Weiland

Date

3/16/2022