



Foundation Board of Trustees Meeting

Thursday, March 31, 2016

4:00 p.m. – Mike's Bar and Grill

Members Present: Tom Allen, Roseann Nyiri, Linda Heiberger, Gary Felmei, Susan Hoffman, Cynthia Rotelle, Art Levinowitz

EASTERN Staff Present: Amy Shields, Irene Dickinson, Joe Greb

1. Meeting was called to order at 4:15 p.m. by Roseann Nyiri.
2. **Review and Approval of Minutes – November 23, 2015**

Roseann asked for a motion to approve the minutes. Cindy Rotelle made the motion to approve, and Linda Heiberger seconded the motion. The motion was unanimously approved by all members present.
3. **Approval of Financial Reports**

List of bills – Roseann asked for a motion to approve. Art Levinowitz made the motion, and Linda Heiberger seconded the motion. The motion was unanimously approved by all members present.
4. **Mail Campaign**
 - Tom Allen agreed that we can devise a solicitation letter to be put in in with each awards certificate. If their child received an award, it will be customized. A link to donate to the Foundation will be attached. Roseann, Linda and Amy will meet on Friday, April 22 at 10:30 a.m. Our goal is to try to avoid additional paper mailings and keep most efforts electronic.
 - Cindy suggested that we obtain the list of co-op companies, and offer them the opportunity to visit EASTERN for a small reception where they could visit the program from which they hire students. Amy agreed to check with Allison Larson's office for the list.
 - Roseann suggested offering co-op partners a luncheon for 8 – 10 people, similar to the luncheon sale that is held at the Fall Foundation Auction Fundraiser.
 - Sue Hoffman suggested that a contribution of \$100 or more would get donors on the invite list to visit EASTERN for a facility tour and refreshments.
 - Linda Heiberger asked Amy to remind Irene to check in with TD Bank on a possible donation or award.
5. **New Fundraising Ideas**

Tom Allen asked the board members to look at the financial reports and note that the donation by donation method and donation by relationship. He suggested that we focus more attention on how much we can get from each group, and which particular groups we want to focus on. He noted that the vendors are not donating to the level that they used to. He also noted that with the changeover in staff, we lost some of the big staff contributors.

Tom emphasized that we need to replace the auction funds – roughly \$10,000. He suggested \$2,000 from graduating students' parents, \$2,500 from vendors, etc.

Sue Hoffman suggested making this mailing more electronic. Where people just need to click on a link and make a donation.

Linda Heiberger asked that this link be placed on the main webpage – www.eastech.org. Tom Allen approved this request.

Tom noted that we have been collecting student email addresses since 2011, and we should be able to access them via ClassMate. He suggested asking Jeff Ceccola to perform this export into a database.

Sue Hoffman suggested a link to co-op employers from the Foundation webpage.

Art Levinowitz suggested thanking the Foundation donors on the Foundation webpage.

Tom Allen suggested setting up silver, gold and platinum contribution levels, and then thanking them on the website.

Roseann suggested a greater focus on promoting payroll deduction with EASTERN employees.

Tom suggested that we build a plan starting with the graduate parents.

Gary Felmey suggested creating Foundation business cards with a QR code on them directing people to the donation section of the Foundation website.

6. **Dates for 2016 – 2017 Jerzee’s and Mike’s York Street Bar and Grill Fundraisers**

Proposed dates:

- 1) Jerzees – Thursday, Oct. 13, 2016 from 5 – 8 p.m.
- 2) Mike’s York Street Bar and Grill – Thursday, March 30, 2017 from 5 – 8 p.m.

Tom Allen made the motion to approve these dates, and Sue Hoffman seconded the motion. The motion was unanimously approved by all members present.

7. **Olive Garden Fundraiser**

Amy was unsuccessful at contacting the general manager.

8. **New Business**

Linda Heiberger offered to bring her husband to the next Foundation meeting. He has extensive experience with fundraising and is willing to share his experiences and thoughts.

9. **Meeting Dates:** (all meetings are held at 4:30 p.m. at EASTERN)

- April 25, 2016 – 4:30 p.m. (Linda Heiberger’s husband will be present to discuss fundraising)
- May 25, 2016 – Awards Night at 7 p.m.
- June 20, 2016 – 4:30 p.m.