



Foundation Board of Trustees Meeting

Monday, April 25, 2016

4:30 p.m. – EASTERN Seminar Room

Members Present: Tom Allen, Roseann Nyiri, Linda Heiberger, Gary Felmeý, Cynthia Rotelle, Steve Seu, George Marin, Chris McDermott

Fundraising Consultant: John Heiberger

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

1. Meeting was called to order at 4:45 p.m. by Roseann Nyiri.

2. **Review and Approval of Minutes – March 31, 2016**

Roseann asked for a motion to approve the minutes. Cindy Rotelle made the motion to approve, and Gary Felmeý seconded the motion. The motion was unanimously approved by all members present.

3. **Approval of Financial Reports – Irene Dickinson**

Irene Dickinson noted that there were no bills this month, and that we will spend roughly \$20,000 at Awards Night on May 25. George Marin made the motion to approve the financial statements, and Steve Seu seconded the motion. The motion was unanimously approved by all members present.

Gary Felmeý noted that he would like permission to move \$500 from his Electrical Technology Foundation Award to a new award that he will sponsor in the future, called the Magdeline Felmeý Memorial Award. This award will be for an Electrical Technology student who has lost a parent and maintains an 85 grade average. This award will be approved by EASTERN's Student Recognition Committee, upon Foundation approval.

George Marin made the motion to approve this new award and the transfer of funds, and Cindy Rotelle seconded the motion. The motion was unanimously approved by all members present.

4. **Report on New Award – Amy Shields**

Amy reported on a new award donor who has contributed \$10,000 to the EASTERN Foundation for two \$5,000 scholarships to be presented to students who have the drive to succeed, work-ethic, and a financial need. This is specifically for students moving on to postsecondary education.

Steve Seu made the motion to approve this new award with the stipulation that a procedure be established and documented spelling out how the financial need will be assessed. He also noted that the check should be made out to the student's school of choice. Cindy Rotelle seconded the motion. The motion was unanimously approved by all members present.

5. **Credit Cards – Irene Dickinson**

Irene reported that there is a \$30 per month fee to accept credit card contributions regardless of monthly activity. There is also a 2 – 3 percent charge for each donation.

She also noted that the Great Giving software cost the Foundation \$295 to maintain, as well as \$650 in credit card fees, for a total of \$950 in fees.

Tom Allen noted that we used to accept credit cards through VeriSign, but it was a \$1,200 per year fee. Since we plan on doing a solicitation via email, he noted that it would be useful to have a click through site.

Irene noted that TD Bank will process this for us. Joni Seth from EASTERN's TMS department will create the required fields, such as name, address, credit card number, award in which the money will be donated.

John Heiberger noted that all organizations use credit cards and some use PayPal. He also noted that donors under 45 almost solely use credit cards, so without this option, we are losing them as potential contributors. Irene noted that the transaction fees are higher through PayPal.

John also noted that once we have this credit card site set up, to make sure that we incorporate it into every marketing item – letters, emails, brochures, etc. Steve agreed that all Foundation items must be woven into this. He also noted that the link to donate must be on the main webpage, and we should ensure verbiage is included that asks donors to check with their HR departments regarding corporate matching.

Linda Heiberger noted that we need to include Practical Nursing into the drop down for programs to donation.

George Marin made the motion that the EASTERN Foundation will begin using credit card payments online for two years to see if it is really worth it. The Foundation will absorb the fees and the program would get the full donation. Steve Seu seconded the motion. The motion was unanimously approved by all members present.

Roseann asked for volunteers to meet in July to look at all letters and brochures to rework them to include the new donation webpage. Volunteers to this subcommittee include Roseann Nyiri, Tom Allen, Steve Seu, Cindy Rotelle, Amy Shields, and Linda Heiberger. Amy has agreed to set up the meeting for July.

6. Fundraising Consultant – John Heiberger

John noted that the key to fundraising is cultivating members. Cultivation should occur three weeks before asking for money.

He noted that we need to improve the flow of contribution solicitations, such as the timing of our activities. We need to stress that they are helping kids to motivate the potential donors. He also suggested leadership gifts and put in place a plan to cultivate. We need to be clear on why we give awards. Amy will bring criteria for each award to next meeting. We will also get testimonials from business and industries that hire our graduates,

7. Mail Campaign

We will mail a letter to 150 parents on May 26, and add our tax deduction verbiage at the bottom of the letter.

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

- May 25, 2016 – Awards Night at 7 p.m.
- June 20, 2016 – 4:30 p.m.