Housing Endowment and Regional Trust

**Fund Development Committee**

**Meeting of Monday, June 8, 2015, 2:00-3:30 pm**

**Location: Silicon Valley Community Foundation Conference Center**

1300 South El Camino Real, San Mateo, California

**Agenda**

1. Motion to accept minutes of 4/13/15…………………………………………………pp 2-3
2. **Recruiting new Chair and committee members**

a. Proposed names for new Chair

b. Other suggestions

c. Call and invite

1. **Review of May 2015 lunch and planning for May 2016 lunch**
   1. Review of results and costs – Paula………………………………………….pp 4-7
   2. Feedback on this year’s program:
      1. Speakers, content and pacing – what worked and what to do next year
      2. Suggestions for distributing this year’s film
      3. Should we budget $5-$10K for films next year?
      4. Suggestions for next year, including speaker ideas
   3. How did the fundraising “ask” work
      1. We need a new plan to ask for donations throughout the lunch – ideas?

d. City outreach – paid vs. free tickets – what worked and what to do next year? ..p 8

f. Sponsor levels – how can we increase? How did this year go? …………….… p 9

f. How did the raffle work? …………………………………………………….. p 10

i. Continue? Improve?

g. How can we maximize the efforts of the board?

1. **Going forward with HEART – future fundraising plans during transition**
   1. Summer 2015 – mail 600 annual reports/reply envelope to people who didn’t come to the lunch
   2. $10K Bank of America application
   3. Continue $25K asks?
   4. Work on new database? Or wait and see where HEART goes?
   5. Interim activities that the committee can undertake during transition
2. **News & Announcements**
3. **Public Comment**
4. **Adjourn**

**Next Meeting: Monday, September 14, 2:00-3:30 pm**

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