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Board of Directors' Meeting June 15, 2011

Present:

Board Members – Ronna Ziegel, Bryce Breton, John Duffy, Bryn Fisher, Keith Thompson, Sandy Paquette, Jeff Hunsberger
Staff – Scott Johnson, Becky Gonyea
Guest – Christine Graham, CPG Enterprises

1. Capital Campaign Feasibility Study -

The Board met with Christine Graham to learn more about a capital campaign feasibility study.

Why conduct a feasibility study –

The Board will set meaningful and important goals to test with the community.

The Board will identify best possible project, study will determine best possible support.

Interview Process –

- Cover letter with case statement sent to each interviewee by the LFC
- Becky would call to schedule the meetings with Christine (confidential meeting with just Christine)
- Interviews are typically in home or office – if requested, will go to a public place
- Purpose – determine whether the LFC is positioned to move forward with a campaign
- At least one hour per interview
- Christine must learn all about the LFC and project – serves as ambassador for LFC

Who to Interview –

- People with the ability to contribute (current donors and non-donors) – individuals, businesses, foundations
- People with connections
- People unknown to the LFC

Interviews –

- Test interest/caring in LFC – what parts mean the most, what is most important to the community
- Learn what motivates the donors
- What is the image, understanding, misconceptions of LFC?
- What is their interest in the LFC? Why do they care about LFC?
- What do they think about the project - what like, don't like
- How much money they might give to the project?
- Who could provide support – ask the donors who else might support/contribute?
- Who else might give the largest gifts (this list would be included in the report – might start cultivating these people immediately)
- Brings a “gift chart” – number of donors needed at different levels –
- 60% of money will come from 7-11 people. Who are these people? Gift level in campaign brochure with naming opportunities
- Interested in naming/honor/memorialize someone?
- Interest in active involvement with campaign – campaign committee, events, etc.

Encouraging, Educating and Celebrating Families

A United Way Community Partner



Materials needed to conduct interviews -

- Case statement that describes the project – describe property, cost, current property
 - Staff draft with guidance from Christine, board reviews/approves
 - 1 – 3 pages (abbreviated budget 3 lines about revenue and expenses)
- Possible additional materials - footprint of property, floor plans, rendering
- Donors today want more data – square feet, staff, heating, population served, etc

Internal Review –

- Christine will review current fundraising system – how ready are we administratively to run a campaign?
- This can be done anytime during the feasibility study.

Final Report –

- Summarizes interviews
- Statistics – priorities, concerns, raw data to questions
- Recommends next steps for a successful campaign
- Report is sent to the board and staff
- Christine comes to a meeting to discuss

Capital Campaign Details –

- Establish small campaign committee to start – get it moving
- Enlarge committee as we move forward – add donors to the committee
- Ask highest level donors first
- Board needs to make contributions first – necessary to say 100% giving
- Campaign is in the “quiet” phase until 60-70% of funds are raised
- Identify strategy for ask –
 - Understand what the potential donor is interested in
 - Who meets with donor/asks for contribution – staff, board, committee member
 - Who is invited to meeting – spouse, children, etc.
 - Offer naming opportunities
 - Christine would advise about approach/strategy
- Typical result is more money raised in annual appeal as a result of capital campaign
- Should the LFC have a “business plan” – there is increasing interest in non-profits having a business plan, versus traditional strategic plan. Christine recommends a modest plan.
- Staffing considerations –
 - The campaign will take time/resources, especially of Executive Director and Development Director.
 - Will we need more staff – Admin support? Campaign manager?
 - Christine’s internal review will help determine what is needed
- Campaign cost – minimum 7 – 8% of campaign, with staffing 10%
- Relationship with Christine –
 - Contract for feasibility study
 - Contract for ongoing consultant through campaign, more in planning phase, then less

LFC Timeline/Next Steps –

- Appraisal/purchase price of church – June
- Board decision regarding moving forward with the church - July
- Decision/next step regarding Harvey property – August 1st
- Identify interview list/back up list – Summer
- Draft case statement – Summer
- Identify public funding – Summer/Ongoing
- Heighten LFC visibility in community - Ongoing

- Architectural/Engineering – August/September
- Feasibility study – September - December

Possible Funding for Feasibility Study -

- Search “capacity building” in directory
- Vermont Community Foundation

2. New Board Members

Karen Shea has been invited to join the board. She will attend the meeting next week. Board members are meeting Linda Powell – Monday 20th 4:30pm at the Stonegrill

3. Board meeting next week – June 22nd Annual Meeting

Short meeting – 4:30 – 5:15pm

Discussion of officers for July election, July meeting schedule, property update

4. Compensation Study –

The study is complete.

The results were presented to staff on Monday.

A staff committee is meeting tomorrow to begin to create a recommendation of a framework for making adjustments.

5. Staff Changes -

Stuart Senghas – Supervised Visitation

Chelsea Metayer – Children’s Integrated Services Developmental Educator

Lindsey Neilson – Child Care Center Teacher

Susan Titterton – Learning Together Teacher

Paul Ulrich – LINK Case Manager

All positions are currently being advertised.

Ronna motioned to adjourn. Bryn seconded. Motion passed.

Next meeting

ANNUAL MEETING

June 22nd

Board 4:30 – 5:15PM

Public Event 5:30 -7:00PM