

## **AGF Special Events Committee Meeting Minutes November 25, 2008**

In Attendance: Marissa Theisen, Erin Dow, Sandi Perez, and Gene D'Adamo.

Lois Savage called in her comments before the meeting.

Meeting Started at 3:00 pm

### **Review Event Results**

- **Financials** – In reviewing the financials it was noted that the event was more successful this year than the 2007 event due in large part to more program sponsors and table sponsors. It was also noted that this year's speaker was more expensive. Marissa relayed Lois' thought that the goal of the event is public education and as long as the event breaks even, the event should be continued. Lois did urge that we make a concerted effort to expand attendance at the event.
- **Evaluation** – The ratings for the overall program were high (above 4.0 on a 5.0 scale). Sandi shared that she felt a mixed reception for the speaker, which was also reflected in the evaluations. She said that some attendees felt the speaker was too negative while others thought she was being honest and realistic about nonprofits.
- **Book Distribution** – Marissa updated committee members on the status of the distribution of Renata Rafferty's books. The books are still not ready for distribution to attendees. Renata communicated with Marissa that it may be a few more weeks and offered to send a postcard to all attendees letting them know about the delay. Marissa requested that Renata send the postcards as soon as possible and has not yet heard back on the status of the postcards. Sandi reported that she had not received a postcard.

### **Suggestions for Improvement**

- Due to the mixed response the speaker, the committee discussed looking into booking more positive speakers or speakers who have a wider draw.
- The committee agreed that it would be beneficial to have more discussion or question/answer time after the speaker. Marissa suggested that planting several questions in the audience would help encourage a more active question and answer session.
- Lois suggested creating an Advisory Committee made up of potential audience members like Julie Vogel, to generate their input on potential speakers. Advisory Committee members could also be helpful in marketing the event to their friends/colleagues.
- Lois also suggested exploring ways to more fully engage the Partners in marketing the event.

### **Suggested Topics for 2009**

- From the suggested topics listed on the evaluation, the committee identified Youth Philanthropy and Women in Philanthropy as possible topics for the next event.
- The committee discussed the possibility of partnering with the Arizona Foundation for Women (AFW) if the board decides to do the Women in Philanthropy topic. Since AFW has their own event in the fall, the committee suggested that a joint AGF/AFW event be scheduled for the spring. The down side of a joint event would be the need to share profits.
- The committee discussed working with ACF, who sponsored last year's event as well as this year, to come up with ideas for a topic. Marissa shared that she had already been in touch with Suzanne Reuss at ACF about possibly bringing Nathan Dugan of Share, Save,

Spend to town as next year's speaker. Lowry Hill has sponsored his events in other parts of the country and might be willing to be a \$10,000 event sponsor for the AZ event.

**Committee Recommendation**

- The committee feels the event does provide a valuable community service and does provide AGF with some broader public exposure. In addition, it has been able to generate a modest net profit. However, they were uncertain about how the current economic meltdown might affect next year's event. They suggested that the first step would be to ask the board if they wanted to have an event next year in light of the current economic turmoil. A possibility to consider would be postponing the next event to spring 2010. Fall tends to be a busier time for events. Spring may present a better opportunity to reach more people and the economy might be more promising by then.

The meeting was adjourned at 4:05 pm.