

AGF Special Events Committee Meeting Minutes
March 3, 2009 3pm – 4:30 pm
AGF Office, 1505 E. Missouri Ave, Suite 200, Phoenix, AZ 85014

In Attendance: Marissa Theisen, Erin Dow, Harold Dorenbecher, and Suzanne Reuss. Kerry Blume participated via Skype video conference. Lois Savage participated via phone conference.

Kerry called the meeting to order at 3:15 pm.

Kerry suggested that since everyone participating was familiar with the rationale for the Special Event and the role of the committee, that discussion move to specifics of this year's event.

Marissa reviewed the budget comparisons for 2007, 2008 and 2009 noting that she had prepared two budget scenarios for 2009, one reflecting 200 attendees and \$20,000 in sponsorships and the other assuming 150 attendees and \$15,000 in sponsorships. She noted that even with the reduced revenue scenario, the event should result in a small net profit.

The committee discussed sponsorship for the event and reviewed the Potential Sponsor List. Marissa noted that Lowry Hill and the Arizona Community Foundation both signed on as \$5,000 sponsors. To reach the sponsorship goal, we will need another \$7,500 to \$10,000 in sponsorships. The group discussed other possible sponsors. Lois recommended that Marissa approach last year's sponsors first (McMurry, Halle, Fennimore Craig, Discount Tire), thanking them for their previous sponsorship and inviting them to sponsor again this year. Lois said that she might be able to cover the costs of books again this year. Harold felt that financial institutions would not be as open to sponsorship this year but might be inclined to purchase a table.

Then the committee discussed marketing of the event.

- The group decided that the title "Multi-Generational Philanthropy: Building the Next Generation of Donors and Doers" had the most impact. Lois suggested having the marketing person at ACF or The Arizona Republic go over the fliers and other marketing materials to help with the colors and design. Suzanne agreed to ask Megan Brownell to review the draft documents.
- Lois asked how effective the viral marketing approach had been which involved using Partners to help distribute information about the event to their constituents. Marissa reported that they did not have specific data from 2008 on how folks had learned of the event, although she felt that all the Partners had distributed the information as promised. Marissa said she was interested in expanding the list of potential Partners and suggested committee members to suggest names of contacts which she would follow up with. She also invited committee members to agree to follow up with any Partners that they knew personally, once the marketing materials have been distributed, to encourage them to be Partners.
- Suzanne noted that the media coverage for the 1st annual event seemed to have been more effective in getting the word out. She reported that she received far fewer calls from donors about the 2nd annual event than the first. She felt the topic of Teaching Children the Art of Giving just had more resonance for her donors.

- The group discussed the audience for the event marketing. Small and family foundations, private schools, wealthy school districts, and financial advisors will be key targets for marketing. Lois suggested putting the event on the agenda for the small/family foundation roundtable meetings to generate ideas/leads for other foundations.
- Lois requested that Marissa add a marketing plan with goal dates into the event timeline.

Kerry asked Marissa what Marissa needed from the committee members at this point. Marissa requested that committee members identify potential sponsors that they know and/or would like to approach. Kerry suggested that Marissa ask the board to identify and approach potential sponsors with whom they have relationships. Until the June committee meeting, Marissa will keep them informed of any major changes that occur in planning.

Marissa asked the committee whether they thought Nathan's book (Prodigal Sons and Material Girls) or the 101 Discussion Starter Fun Cards were a more appropriate "give-away for this event. The group discussed both options as well as the piggy bank which is another product which Nathan markets. The group decided that the bank and cards would be more practical than the book. Marissa suggested that they have five banks and five sets of cards on the table so that attendees could have some choice. The committee agreed. Suzanne suggested that AGF create book plates to go on the cards and bank somewhere to remind attendees of where they received the give-away.

Kerry adjourned the meeting at 4:05 pm.