

AGF Fund Development Committee Meeting
September 28, 2011, 2:00 a.m.

In attendance: Preston McMurry, Don Snider, Marissa Theisen, and Tom Torretta.

The AGF Fund Development Committee met to continue discussing alternative revenue sources, and then focus on the most promising options.

After a lengthy discussion in which the committee touched on most of the ideas presented, it was decided that the best strategy at this point is to focus on raising additional funds from the membership and other grantmakers such as Donor Advised Funds. According to Preston McMurry, advertising revenue is a time consuming business and AGF is not staffed to make the investment.

Based on the committee's recommendations, AGF will pursue the following:

1. Sending the membership ask letter to members who have not given beyond their dues. This will be followed up by calls from AGF board members to find out more about why they are you a member of AG, and to encourage them to consider giving a grant. AGF staff will prepare a script for board members and ask them to select 3 members apiece to contact.
2. Ask Steve Seleznow to send the crafted letter to ACF's donor advised funds requesting a small grant.
3. Explore in depth the financial merits of doing some type of annual event that will give the membership an opportunity to get together as a group while generating revenue for AGF.

The meeting adjourned at 3:45pm.