

AGF Special Events Committee Meeting Minutes
June 6, 2007

In attendance: Harold Dorenbecher, Helen Rosen, Julie Coleman, Robin Hanson, Marissa Theisen, Madia Logan

Marissa first updated the committee members on progress in securing sponsors and partners:

- ❖ Confirmed sponsors include Lodestar as the Speaker sponsor (\$2,000), Dorrance as the book sponsor (\$3,000), Arizona Foundation for Women as a Bronze level sponsor (\$2,500) and Northern Trust will cover the printing and mailing costs as well as buy a table. The Arizona Republic has agreed to be the media sponsor providing in kind publicity.
- ❖ AGF is still seeking at least two major sponsors at the \$5,000 level. Helen Rosen will follow up with ACF to see what level sponsorship they want and also find out who would be the appropriate contact to approach at Merrill Lynch. Madia has sent sponsorship materials to most of AGF's corporate members with no response as yet. Julie Coleman agreed to follow up with some of the corporate contacts once Madia has emailed her the latest sponsorship materials. Robin Hanson will also share the sponsorship materials with folks at the next VCN meeting.
- ❖ Marissa has secured the following partners: SVPAZ, Alliance for AZ Nonprofits, ASU CNPLM, Jewish Community Foundation of Greater Phoenix and Arizona Foundation for Women. She has asked that committee members follow up with their contacts and let Madia know which organizations have agreed to become partners and how they'd like to distribute the invitations.

Marissa shared that several AGF members had expressed interest in being sponsors at levels below \$5,000. After some discussion, the committee agreed to establish a Bronze level sponsor at \$2,500. These sponsors would receive a table for 10 plus 10 passes to the reception following the event. The committee also agreed that the Silver Sponsors should also receive 10 tickets to the event. They agreed to establish Table Sponsors which would cost \$1,000 and would entitle the organization to be listed on program materials and permit 2 people to attend the speaker reception.

AGF will revise the sponsorship materials accordingly and send them to committee members as well as to other AGF members who might be interested in becoming sponsors. In early May, AGF will begin soliciting sponsors from outside AGF. This process should be strategic and targeted to specific individuals in the organizations who can make the decision. Smith Barney and Merrill Lynch are two top leads. Committee members will suggest names of key people to target in these organizations.

Helen Rosen shared that ACF was almost certain to become a sponsor, although she wasn't certain if it would be at the Gold or Silver level.

In discussing marketing strategies, Marissa shared that the Baltimore RA designed but did not print invitations, allowing their partners to determine how best to distribute the invitations to their constituents. The committee decided that printed invitations would be a good idea for Arizona and Harold Dorenbecher offered to handle the printing and mailing of invitations.

The committee reviewed the list of potential event partners and members signed up to follow up with specific organizations to determine 1) if they'd agree to be partners, 2) if so, how many were on their mailing list, 3) would they provide us with mailing labels or be willing to send out hard copy invitations and or/email invitations. If possible, all invitations should indicate which organization is sending the invitation, so it doesn't appear that AGF is indiscriminately sending invitations.

In addition to the groups on the Partner List, the committee decided that committee members should approach the largest nonprofits about becoming partners, agreeing to invite their major donors to this event.. Marissa offered to put together a list of the largest nonprofits and circulate it to committee members who would indicate which ones they'd be willing to approach.

The invitations should require that registrants pay in advance, directing them to register on line or to send a registration card along with a check to AGF. If AGF wants to collect contact information on all event participants, it should consider establishing a door prize to be selected from those who fill out a form. The door prize could be a series of books on instilling charitable values in children and/or a contribution of \$500 to be donated to the winner's favorite charity(s).

The committee briefly discussed the idea of working with Community Foundation for Southern Arizona to sponsor a similar event in Tucson the following day. Committee members decided that AGF with limited staff didn't have the capacity to co-sponsor an event in Tucson the following day. They suggested that unless Steve Alley wanted to sponsor an event in Tucson, Marissa should ask Steve to circulate invitations to his constituents in Tucson.

Lois mentioned there was another luncheon scheduled for Oct. 31st although she wasn't sure on the details. She promised to forward information to Marissa when she got back to her office.

No date was set for a next meeting.