

DRC Thurston Board of Directors Community Engagement Committee

Inaugural Meeting 11/30/2021 – via Google Duo (not ideal: no screen sharing or chat)

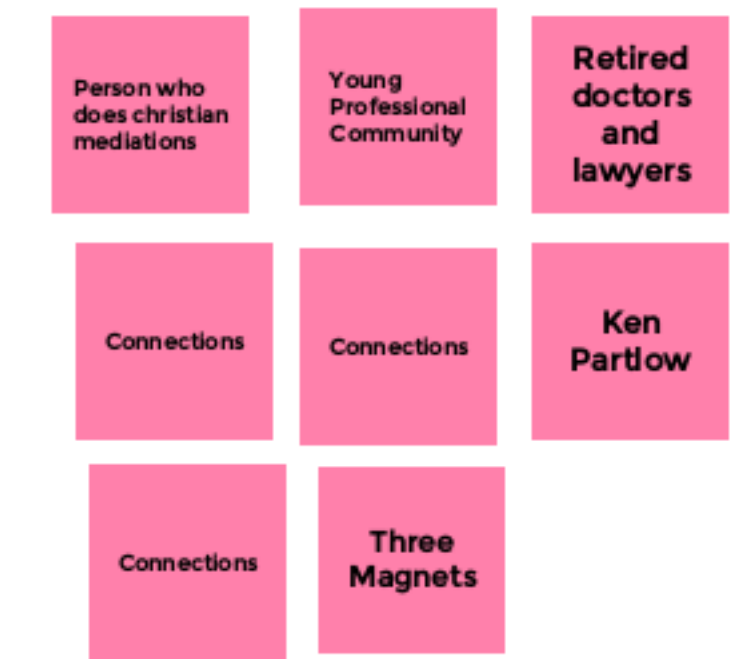
Members (in attendance)

- Board members
 - o **Julie Watson** (chair)
 - o **Kevin Partlow**
 - o Matt Gerard
 - o Waeni Mutisya
 - o **Mickey Lahmann**
- Staff
 - o **Joe Sanders**
 - o **Jody Suhrbier**
 - o **Robyn Togesen**

Draft agenda/recap:

- Hearing from each member re what prompted them to choose this committee, their particular interests, and strengths & connections they bring that would be especially beneficial to supporting the DRC's fundraising and outreach efforts.
- Getting input on what information, training and resources would be most helpful to them in supporting community engagement activities, and in providing leadership to the full Board in these activities.
- A quick recap of our recent Give Local crowdfunding campaign and overview of our just-launched year-end appeal, as we enter the home stretch to reach/surpass our \$125,000 goal for individual giving.
- Sharing key DRC fundraising and marketing priorities for 2022 and connecting those to the revenue goals in the FY2022 budget approved at last month's Board retreat.
- Sharing next steps for our increased outreach to businesses and attorneys, connecting this effort to our revenue and capacity-building goals, and beginning to identify current personal connections in the business and legal communities (by all Board members) that can be leveraged.
- An overview of The Toast concept & format, and key Board roles & priorities as we start to ramp up for this. I'm hopeful that one or more members of this committee will be willing to serve as primary Board point persons for this event. FYI, attached is an attendance and financial analysis of the last Toast - in 2019.

velcro Connector	cheerleader	Adaptability
Comfort with discomfort	Connections in the community	Open-Mindedness
Strategic	Fresh perspectives	facilitation
Expertise!	Admin!	Creativity
Nudger in chief:)	Operational metrics: new donors, monthly giving, growth of leadership circle, etc.	donor-centric fundraising instead of activity-centric (focus on building relationship with individual donors over time)



Yellow: strengths
 Pink: relationships
 Blue: interests
 Green: fears
 Orange: notes

Finding table hosts- not relying on the same core group to carry everything	Health and safety at the Toast
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buddy system, mentoring approach	social marketing, marketing, strategic communications tailored to our community	learning more about current practices, including how we do outreach to people who take our trainings
community engagement resources list	roleplays, practice runs	move from scarcity to abundance mindset as a Non-profit look at ROI
volunteer stats, demographics	Who are our biggest community partners now--we need to know so that we can recognize when we visit certain establishments, etc. and know where our holes are in looking to other support	white paper 3-4p on DRC-stats, how much money we save the courts, etc.
do volunteers know what businesses support us?	learn more about what we do invest at DRC	what other platforms might reach our community? what type of comm would be most effective?
coupon program options?	draft social media language	wisdom from other experts-go big? tips? advice?
talking points	see the BIG picture of the focus on Development annually--keep it in front of this committee so they can anticipate and generate	what does it look like to have an abundance mindset?
		sketch of process for business engagement