

In Attendance:

Pete Caesar – Fundraising Consultant

Rosemary Roy

Jennifer Smith

Rod Duckworth

Steve Friedrich

Brian Sites

Guests:

Paul Napolitano

Katie Murphy

Began with introduction to Peter Caesar and his background of being a fundraising consultant

Peter explained to us how we need to choreograph our campaign plans

Peter explained how he teaches the art of fund raising, that he, himself, does not ask people for money

There are 5 principle rules of thumb

1.) Strong clear case

- Urgency is a good thing
- People who have money - are they there

2.) Strong leadership

3.) Lead by example

- Ready to invest what it is you are going to raise
- Mentioned we should all donate if asking for money so we can look them in the eye and say I'm excited about what I did...how about you...don't you want to be excited

4.) Publications

- Fund raising with refreshments
- Cost money to raise money
- Frugality is important but it needs to be done correctly

5.) Preparation preparation preparation

- All ducks in a row

When dealing with fundraising numbers we need to

- look at the story we are telling and make sure it is very clear and crisp
- Make sure all questions are answered before we tell the story

- If people ask us questions and we don't all have the same clear answers we will lose them

There will be a few donors giving us the majority of the money –

- Making separate categories is not normally plausible

Give people More than one year to pay off the pledge. 3-5-year pledge

Are there people willing to give 5/6 figure donations?

How long can you run a campaign before it dies of its own weights

Peter has worked with multi-million campaigns

- Normal timeline is 2 1/2 year for a 3 million dollar
- After two years, it seems to get tired

Is 6 months expectable?

- Peter, felt it seemed aggressive based on the material seen

Overall impression of Steve's proposal?

- its ok about two or three months to get it where it needs to be before we go out
- Need definite process to find answers we don't have the answers to before we go out
- If we leave any doors open possible donors will

Can each of us involved in fund raising group real off that the priorities of this hall

Community center

What are the principles component?

- -net zero
- voting
- seniors to gather
- youth adult senior programming

****Most important is the story – the impact it is going to have on the quality of life on our town**

Are there even donors to donate -

- Feasibility study - 50/60 preselected couples people businesses in the town who have demonstrated philanthropy
- Those interviews tend to generate a list of people that exist that could donate

Before Conducting a study narrow

- Quiet phrase - leadership gifts from individuals who have serviced from the interviews
- Then you go forward to rest of community usually 60% already collected by this point

Recommends that we move forward using the whole number of \$3, 500,000. Not just \$750,000

- 600 gift in the form of insurance

- Bonding piece - 2.5 million is possible
- Instead of thinking that 750K is what we are trying to raise
- Think of it as a 3.5 million and we already have raised the insurance and the bond
- Donates calibrate giving to the total goal amount
- Will get more if we say we are raising 3.5 million total opposed to 750K

Corporations and foundation businesses only account for 15% of charitable giving

Market tax credit program as incentive for donations

Peter emphasized It's the impact of the project on its community

- At risk hours for kids protected
- Nonprofits to meet
- Seniors somewhere to go when it's cold
- Quality of life
- We need to give people a good reason to give us money....
- We need an operation that can do a Prospect review process discovery
- Yarmouth - collaboration –
- donors like it because they get more bang for their buck. As a donor, they will (foundations) like giving to one nonprofit that does many things
 - Rec program
 - Senior living healthy
 - Times are different - we want the impact it will have on the whole town
 - Etc.

Naming possibilities - the more the people give then they are paying for a place to put their name as a donation

Possible grant ideas

- Maine community foundation - a grant that could help us with some sort of fund raising counsel to help us get to where we can ask for donation
- Maine association of nonprofits - gives courses and seminar about what we are doing.
- Recommended considering US Government – they have a grant for community center

Branding North Yarmouth

- Become the hub
- "Think outside the books" Falmouth books
- Need tolerance for all to make this work
- What does Falmouth have
- Home based professionals
- Ethic social economic backgrounds
- Kids center - Wi-Fi - tutoring -

Unfold the onion one layer at a time

Packing your product – Pay attention to every word

- “We are hopeful we can perhaps put the final cost down to”
- No soft Corners, right angles, only but be conservative ...We will get the final costs down to...

Emphasized making it a great story they can connect to so they connect

If you want people to invest then ask them their advice

- The more each individual feel involved the more they are willing to be – even in a monetary way

Remember Impact and quality of life it will have on North Yarmouth

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"Donor pyramid"

{=} – this donor sets the bar for entire fund raising project

{=} {=} – the next two are sibilant but not as much

{=} {=} {=} – next three 10 k each

{=} {=} {=} {=} - 5k to 10k each

Is fund raising 750k even in realm of reality is about our fund raiser goal?

- It feels like a lot 750,000 - at least 500,000

Moving forward we need to set up a subcommittee fund raising meeting

- We need to agree on the 4/5 priorities we are giving to the community with this building
- Impact, legacy and quantity of life - roll it into identity

Meeting adjourned

This community center is necessary - to continue the life we all love about North Yarmouth

The reason your Grandparents choose to raise your parents here

The reason your parents choose to raise you here

The reason you chose to raise your families here

The reason you moved here to raise your family

The reason your children stayed or moved back here to raise their families

The reason we love North Yarmouth – our community