



## ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN

### CAMPAIGN CABINET MEETING

February 3, 2021 // 5:30 pm via Zoom

In attendance // Suzanne Reynolds Arnold, Diane Caldbeck, Adam Claypool, Mollie Cooney, Cheryl Dahlquist, Jackson Dahlquist, Brian Gentry, Rose Green, Jane Hemminger, Jack Hilmes, Jennifer Hilmes, Laura Leonard, Kaye Lozier, Matt McGarvey, Kate Mead, Bill Newland, Jackie Norris, Mary O'Brien, Laurie Betts Sloterdijk and Janie Wine  
Consultant // Connie Isaacson and Nikki Syverson

### MEETING NOTES

#### WELCOME & INTRODUCTIONS

Chair Brian Gentry welcomed the cabinet. Brian shared his “why” and asked others to do so as well.

#### SUPPORTING MATERIALS UPDATE

Chair Jackie Norris shared an update on campaign documents

- Brochure
  - Design has been completed by Admiria Studio. The electronic version will be emailed to cabinet members and printed copies will be shared when ready.
  - The brochure is intended be shared with prospective donors electronically during a virtual meeting and can also be mailed in follow-up.
- FAQs
  - FAQs have been distributed to the committee. Jackie stressed that this is an internal document to help cabinet members answer some of the more frequent questions heard in the planning process. Any additional questions to be addressed should be funneled through Isaacson-Syverson Consulting.
- Naming Guidelines
  - Naming guidelines were drafted with guidance from both the district and ISC. It was noted that at this point, there are very few assets at this point in the design process the draft document indicates naming will begin at \$250,000.
  - Kate Mead is helping assess what is currently named on campus.
  - *Question:* do we want to evaluate the length of naming based on the size of gift? Additional discussion will be had with the cabinet once there is a better understanding of assets.
- Campaign Policies
  - The campaign policies were discussed at the last cabinet meeting and sent in advance of the February meeting. Jackie moved to approve the policies, Suzanne seconded and they were approved unanimously.
  - The policies will now move to the Foundation Board for approval.

## **MAKING THE ASK**

Isaacson Syverson Consulting walked the cabinet through the steps of making a campaign ask. An overview “cheat sheet” will be shared with cabinet to reference. Diane Caldbeck also offered to help coach through objections, knowing that it can be a little harder in making asks to close friends.

## **LEADERSHIP GIFTS PROCESS**

Chair Laura Leonard asked the committee to continue sending prospect names of individuals with an ask amount of \$50,000 or more to ISC. She then asked cabinet members who had relationships with the Honorary Cabinet and top leadership level gifts for our first tier of prospect calls. Partnering and pairing was stressed. The call assignments will be shared with the cabinet in follow-up to the meeting, along with next steps and talking points from ISC.

## **NEXT STEPS**

Chair Brian Gentry outlined the campaign cabinet’s next steps:

- Begin making leadership gift calls: ISC will send follow-up information to get started.
- Continue expanding leadership and major gift prospect list – send prospect names to ISC.
- Make personal pledge (if not already done) – it is important for each cabinet member to make a gift that is meaningful to him/her. It is also important to have made a pledge before making an ask.
- Optional subcommittee involvement will be shared at an upcoming meeting.

## **ADDITIONAL DISCUSSION**

- Rose Green gave an update on the status of architectural design. There should be schematics for the library in 6 – 8 weeks. RDG has additional visuals to use for the track and field.
- The Roosevelt Foundation staff will track gifts, enter into the donor database and send pledge reminders.

**NEXT MEETING // MARCH 3 at 5:30 pm**