



ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN

CAMPAIGN CABINET MEETING

April 7, 2021 // 5:30 pm via Zoom

In attendance // David Adelman, Adam Claypool, Mollie Cooney, Cheryl Dahlquist, Jackson Dahlquist, Brian Gentry, Rose Green, Jane Hemminger, Laura Leonard, Matt McGarvey, Kate Mead, Bill Newland, Jackie Norris, Mary O'Brien, and Janie Wine
Consultants // Connie Isaacson and Nikki Syverson

MEETING NOTES

WELCOME & INTRODUCTIONS

Chair Jackie Norris welcomed the cabinet. Jackie asked the cabinet to share a Roosevelt memory. Mollie Cooney shared a "small world" story meeting a Roosevelt foreign exchange student in Italy and Cheryl Dahlquist reminisced on fun in the parking lot.

UPDATES

Foundation Board President Rose Green gave an update on foundation activities:

- Library Reimagined
 - The first visioning workshop will be led by the architects next Wednesday, April 14. Students, teachers and administration will be in attendance and campaign cabinet members are also invited to join. Neumann Monson will lead the group through a visioning exercise and needs assessment.
- Scholarships
 - Scholarship applications have been submitted and awards will be determined soon.
- Hall of Fame
 - The Hall of Fame is being postponed until next year to allow for an in-person event.

FUNDRAISING PROGRESS TO DATE

Chair Laura Leonard shared an update on campaign fundraising progress. Totals to-date include:

- Campaign Cabinet
 - 100% participation – 20/20
 - \$165,500 from Cabinet
- Honorary Cabinet
 - 9/11 pledges received
 - \$651,000 pledged

- Other donations: Jon Hoak
- Total to date: 826,500

There is strong progress and support from the cabinet and honorary cabinet. The fundraising focus is now on leadership level gifts.

LEADERSHIP GIFT & HONORARY CABINET CALL REPORTS

- Dahl Trust – ISC wrote and submitted a grant for \$250,000 on March 30. We hope to be invited to present in person and also welcome follow-up from those who have a relationship with Paul Tyler or Jerry Jones. Jim Wine and Brian Gentry have strong relationships with Paul and offered to help. Rose Green and Adam Claypool know Paul's children and can also reach out. ISC will circle back with a plan and talking points.
- Chuck & Janet Betts – In process. (Mead/Sloterdyk)
- Duncan – In process. (Lozier)
- John Bucksbaum – In process (Sloterdyk)
- Jon Hoak – Gift made. (Newland)
- Dave Hoak – Declined. (Newland)
- Jim Hoak - Bill Newland is trying to reach Jim through his son Hale who has stronger Des Moines connections at this time.
- Debbie & Mike Hubbell – They have indicated support and willingness to make a gift. A meeting will be held at the end of April. (Newland/Lozier)
- Fred & Charlotte Hubbell – A meeting is being held this month. (Lozier)
- Jim & Ellen Hubbell – Trying to reach via email and phone (Newland/Lozier)
- Rusty Hubbell – Trying to reach via email (Lozier)

NEW PROSPECTS FOR CONSIDERATION

Connie Isaacson stressed that it would be helpful to expand the prospect list at the \$100,000 and above level. The cabinet brainstormed a few prospects and potential relationships:

- Pat Neal – 1959 grad. Bill Newland reached out, but timing isn't right. Ted Stewart will follow-up this summer, then Bill will approach again in the fall.
- Andi Gordon – lives in Aspen. Need to identify someone with a relationship to make ask.
- Ben Silbermann – 2000 grad and Pinterest founder who has been asked for Hall of Fame. Many people have reached out to Ben and his family over the last several years. Kate Mead is following up with Ted Stroope on the last conversation and then a strategy will be devised.
- Bill Angrick – Chairman & CEO of Liquidity Services. Need to identify someone with a relationship to make ask.
- Guy Cook – May not be leadership level, but should be asked for major gift.
- Scott Ullum – CFO of Edwards Life Sciences. Need to identify someone with a relationship to make ask.
- Jeff Sanders – CFO of tech company in St. Louis. Need to identify someone with a relationship to make ask.

CABINET ASSIGNMENTS FOR LEAD & MAJOR GIFTS

Jackie Norris has met with many cabinet members one-on-one to discuss prospects and engagement. Brian and Laura are scheduling their calls yet this week. Jackie shared that the calls have been very helpful both in identifying prospects for this campaign and also in planting generational seeds for future Foundation support.

Once the chairs have completed their 1:1 calls, ISC will follow-up with assignments, talking points and strategy to begin making leadership and major donor asks.

SUBCOMMITTEE FOLLOW-UP

- Prospect List Subcommittee: Cheryl Dahlquist, Mary O'Brien and Janie Wine have already been instrumental in list clean-up which is very helpful.
- Class Gifts Subcommittee: Jackie Norris and Mollie Cooney are working on a toolkit to offer each class leader.
- Community Engagement Subcommittee: Jackie is drafting a plan based on her 1:1 calls and then will pull in cabinet members for review and feedback.

OTHER

The subject of Roosevelt leaving the CIML was brought up for discussion. There are varying opinions on favorability of this move, however, we think it will be helpful to have district talking points to add to the FAQs. Jackie Norris will compile and ISC will update the FAQs posted on the web portal.

NEXT STEPS

Brian Gentry thanked the Cabinet once again for their generosity and reiterated the next steps for the month of April:

- Continue expanding leadership and major gift prospect list
- Meet 1:1 with one of campaign chairs to determine calls
- Make leadership and major gift asks as assigned.

NEXT MEETING // MAY 5 at 5:30 pm