



ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN

CAMPAIGN CABINET MEETING

November 2, 2021 // via Zoom

In attendance // Diane Caldbeck, Mollie Cooney, Cheryl Dahlquist, Jackson Dahlquist, Brian Gentry, Rose Green, Jane Hemminger, Jack Hilmes, Laura Leonard, Kaye Lozier, Jackie Norris, Janie Wine, Jim Wine

Consultants // Connie Isaacson and Nikki Syverson

MEETING NOTES

WELCOME & SHARING

Chair Laura Leonard welcomed the group and discussed the positive cross country and football seasons.

FOUNDATION & PROJECT UPDATE

Rose Green shared updates in three areas:

1. **New fiscal agent:** The Community Foundation of Greater Des Moines is now serving as the fiscal agent for the Foundation. New forms are located on the portal. This update helps address governance and process issues as the Foundation grows as an organization.
2. **Project Updates:** The City of Des Moines gave initial feedback on construction designs of the track and field at a recent planning meeting. The team is also presenting to the Waveland Neighborhood Association on Monday, November 8. Discussions continue with the library architect to assess design priorities.
3. **R Party:** This year's R Party will be held Saturday, November 13 at Curate. There is a wider community scope to the party's messaging and strong involvement from Principal Schappaugh. Jackie and Rose will speak to the status of the campaign, capitalizing on the event to engage a loyal audience in campaign efforts.

THE CAMPAIGN TO-DATE

Brian Gentry shared that over \$2.4 million has been raised to-date which is 80% of the \$3 million goal. The breakdown is as follows:

- \$873,530 – Unrestricted
- \$983,100 – Duncan Field
- \$536,084 – Library
- \$16,000 - Other

The amount available for track and field is \$1,856,630. Approximately \$2.2 million is needed to begin track and field work. The campaign cabinet needs to raise \$343,370 more by mid-January in order to break ground in the spring.

New donations since the last meeting include:

- \$50,000 – Thurston
- \$25,000 – Burgeson-Lewis
- \$25,000 – Drake
- \$25,000 – Graham
- \$15,000 – Elsner/Adelman
- \$10,000 – Bower
- \$10,000 – Lohmeier
- \$10,000 – Milligan
- \$10,000 – Stauffer
- \$5,000 – Wheeler
- 9 gifts under \$5,000

The importance of promoting the campaign at the R party was discussed. The group also thought it might be helpful to announce naming of the Randy Duncan field at that event. Along those lines, Diane Caldbeck mentioned the idea of naming the track in honor of its renowned female athletes. A small group will convene to discuss strategies around this concept. Kaye, Diane, Jackie and Brian volunteered to be involved.

Brian also shared that a donor cultivation party will be held at the home of Bruz & Julie Linn on November 11 at 5pm. Attendance is limited to 25 people and prospects at the \$25,000 level and above are targeted.

MARKETING & COMMUNICATIONS

Jackie Norris shared that a one-page flyer has been created that promotes the track and field and library. It is available on the portal and cabinet members are encouraged to post on their class' Facebook page.

Jackie also shared that an initial public campaign plan has been created and will be shared with the cabinet next month. The public campaign will include large mailings, events, press releases, etc. – with a special timeframe identified for each of the activities.

MAJOR DONOR SOLICITATION

Connie Isaacson led the group through major donor solicitation updates:

- Sargent Family: Kaye has talked with each of the foundation family members and they are making a decision before year-end
- Matthes: Kaye will make contact based on reunion planning

- Bucksbaum Scanlon: Diane is sending letter
- Gordon: Diane is sending letter
- Ibsen, Krambeck, Rooney, Schoen: Claypool to make asks
- Vernon: Jim followed-up recently
- Willis: now assigned to Caldbeck/Lozier
- Bednayk: Rose will reach out to Ted Stroope about contact information and approach
- Graham family: Diane has spoken with Wes
- Kelly: Diane is calling the first of November
- Linn: Jackie and Jackson to strategize on approach
- Everett: Jackie and Jackson to strategize on approach
- Freese: pending
- Klein: Mollie will contact
- Rasmussen: pending; also helping with Bill Bryson contact
- Katelman: pending

SPECIAL GIFTS DONOR PROSPECTS

The list of donor prospects at the \$10,000 level was reviewed and Cabinet members present signed up or confirmed their commitment to reach out to persons on the list. It is important to make the calls as soon as possible.

NEXT STEPS

Jackie closed the meeting by asking the cabinet to continue making calls and attend the R Party on November 13. **Jackie reminded the group of the sense of urgency to make calls and confirm commitments prior to year-end so track and field construction can begin in the spring.**

Next meeting: December 7 at 4:30 pm