

JLSF November 10, 2020

In attendance:

Jessica Wolf
Renee Schneider
Rebecca Tuffey
Fabio Tavares
Sandra Bain Cushman
Karl Snider

Soft agenda:

Identify our Primary Vision: FUNDRAISING

Vote: all agree.

With all that is going on in the world, Karl asked the most fundamental question:

Are we fundraising for our four recipients, or are we thinking the bigger picture...40 recipients and on!

Discussion on this question:

Fabio:

If we learn how to fundraise and we get the knack of it and we know the drill and we get really good at it, I say “Why not? Why not fundraise for 40 people?” We’re new to fundraising land, there are techniques and strategies that go along with that, I’ve worked for STRAB who had a budget when I left of 2.5 million dollars...they are doing things all the time...a team of women worked day and night and a congressman would come visit and a fancy architect would come visit...it was her [???] mission to raise money.

We need to connect with the right people and knock at the right door.

BUT I also think our main goal right now is to make sure our four recipients are taken care of.

We would need grant writers in every state? Having every recipient from a different state is a challenge

Karl:

My desire is to focus as soon as possible to fund the four who are already training. We will get more creative as we do that, if AmSAT is going to survive and make it through the 21st-century, this is one of the essential part of making sure of that.

Rebecca:

I'm with Fabio. If we learn how to fundraise I would be interested in revisiting this next year to expand the number of recipients. If we can raise 10K or 15K this year, are we getting lucky or do we know what we are doing? How much is good will and how much is sustainable.

Karl:

We need to establish and expand a donor base. That is part of our learning process. We have a really great start at establishing donors.

Fabio:

Going back to my experience at STRAB, there was a woman who would just hang out with wealthy people and get them to write a check. Schmoozing. and Trust. When she left, they went with her.

(Other people were applying for grants, etc.)

Tagging along the diversity idea, STRAB had a school for kids of all colors, they were big on showing that, look at us, our school is open to everybody. This was very appealing to donors.

Karl:

There's a fact we have to come to terms with ...having worked with a Catholic university and Catholic donors, their philosophy of what to do about racial equality is to throw money at it. That is all they want, not to deal with anything else.

A young women from Jamaica would cry after the events to raise money about how the white Catholic guys were who were paying for medical training in Jamaica.

Jessica:

So many of our donors beyond our membership so believe in what we want to do, they are being very generous. We want to keep those people interested.

Fabio, Sandra, Rebecca: how to reach them?

- Send new website link
- Send news of what we've done
- We're back here again!
- We can't contain our selves!
- Advice from a realtor to Rebecca: Your job is to be in people's faces and let them tell you they've had enough.
- The people who have so far donated to us have a lot of goodwill for our initiative

Renee:

I think our AmSAT membership is getting older, or maybe the young people aren't joining, I would love to see that the more established teachers who can afford it can contribute now but can leave money to us.

There is also an emotional commitment to that.

Jessica:

I agree Renee that emotionally I'm not sure we can all stay with this for 3-5 years, but we can do this work for the people who come afterward.

Sandra:

Teach one lesson...Teachers who can contribute are

Members Friends, Students, etc. people who work for big companies where matching donations are part of how that company works

- **Materials to send to teachers for their students? Hard copies for anyone older than 30**
- **Easy to throw away fliers but they do hang around for awhile I do get mail keep it around**

- **Legacy Gifts Long term**
- **Foundations and Grants Long term**
- **Keeping in touch with present donors Short term**
- **AmSAT 21-day Equity Challenge "Teach One Lesson"**
- **Amazon donation Passive earnings for us => e-Update**
- **Monthly donations: how to set up**
- **Teach classes for AmSAT: Karl 4-5 week voice workshop; JLSF workshop Slot**

NON FINANCIAL WISH LIST:

- **Teach a workshop for us?**
- **Fundraise for us?**
- **Social Media Instagram profile for us**
- **Write minutes for our meetings for us**
- **Donut contact/Chocolate brownies in the mail**
- **Karl's special brownies**
- **Contribute to our recipe book**
- **Teach classes for the JLSF**

Marco's Magic: Tuesday Cafes at noon (West Coast times...11 for Karl's workshop

MONEY: Jessica

How do we send money to our account and not to AmSAT

AmSAT is asking members to pay dues and they can hardly...they are not working the way they used to.

We're going to lose members because there isn't a discount or a pause on dues.

WE NEED A BUTTON ON THE WEBSITE

We get it delivered to "[authorize.net](#)" if we could have access to that page

WEBSITE

Maybe Rian can get in touch with Maggie "Hey can we use the back door to AmSAT online donation."

He has a very clear idea of what he wants to do

He wants a big donation button

He wants to simplify that transaction as much as possible

Doesn't know how much he can skip that hideous step of the donation form

Is there a way we can collect the money

Renee: couldn't we just have a PayPal money from our email address and then give the money to AmSAT.

Renee:

501 3C is important...have to stay with MEI and AmSAT

Does PayPal take a percentage for donations?

Renee: If you say it is for a friend, no. Otherwise 2.9% for business; 2.2% for fundraising/5013C.

Renee, Karl, Jessica:

We want our donors to have the experience of clicking on a donation button and entering the amount they want to donate and their cc or paypal info and be done with it.

ONLY HAVING TO WORRY ABOUT HOW MUCH THEY ARE GIVING

We can write in there that we need to be able to have our donors donate directly to [authroize.net](#), OR our own dedicated donation spot on the AmSAT website, OR permission to use PayPal or Donorbox to gather donations expediently.

Taskforce: To change the donation link on the website so that we can continue our outreach.

TIMELINE for the WEBSITE

Rian can show us a workup by November 25th.

And then once we approve it or say the go-ahead, we can begin using it as a promotion tool to get more donations.

Are we looking at sending our letter for requests the first week of December.

Fabio: We need CONSISTENCY on SOCIAL MEDIA

Are there rules? How do we do this? Do we post a lot? This is who we are? Post logo explaining what we do? Instagram. Posting pictures of our Cohort/Colleagues? Do we get permission? Does cohort give us permission, or have they, to feature their pics, etc?

Questions:

e-Update for JLSF-sponsored fundraising classes!

Possibility of TC's Prepayment to save tuition costs?

EMAIL VOTE AFTER MEETING (on 30 November, 2020) to upgrade Squarespace account for improving/redesigning website.

We would be going from \$144 to \$312 annually. Vote is unanimous YES.