

ESP Endowment Board of Trustees
Monday, May 16, 2011

Members present: Stacey Warner, Daryl Buchholz, Anna Muir, Nozella Brown, and Laurie Chandler.

Laurie called the meeting to order at 1:33pm.

Laurie mentioned that the deadline for submitting scholarship applications for the Jim Lindquist Administrative Leadership and the Connie Hoch Leadership scholarships is June 1. At this time, no applications have been received. To encourage members to apply, information has been submitted to the Tuesday letter. In addition, Laurie plans to send out an email to the membership.

The deadline for Endowment Fund Grants is August 15.

Following our last meeting, Stacey shared the information about ESP contributions. Currently there are 16 people making payroll deductions. In addition, during the last three years 2009-2011, nine donors have given a total of \$510 to the Extension Endowment Fund through one-time gifts. There is also a planned/deferred gift to this fund.

Gordon Dowell, Gift Planning Officer with the KSU Foundation shared information about Fundraising Fundamentals. His information generated a great deal of discussion including the following action items:

- **Determine procedures for writing thank you to donors.** Gordon indicated it was possible to get the donor list from the KSU Foundation. Stacey will work with Gordon. We also need to determine who should write the thank you notes, i.e. Endowment chair, ESP President, Associate Director of Extension, etc. It was suggested that we might want more than one person to write thank you notes.

Other ideas:

- telephone the donor if over a certain dollar amount. We would need to determine what that level might be.
 - first time donor receive a phone call.
 - put extra donor ribbon on name tag for annual conference
 - we need to thank them often and in many different ways.
- **Presentation to retirees.** Have Gordon or another representative from the KSU Foundation speak to the retirees at annual conference. Could also have a past donor share their reasons for making a donation. Will need to work with the retiree committee to coordinate. This could also be an opportunity to communicate to retirees how their donations would be utilized.
 - **Determine our goal/project for fundraising.** Need to be able to communicate how donations enhance the efforts of ESP. We need to determine the goal of our fundraising efforts. For example, with \$1,000 per year, we can send an extension professional who is early in his/her career, to a national association meeting. In order to have \$1,000 per year, we would need to endow \$25,000. Laurie will email the ESP membership for their ideas.