

Athenaeum Foundation
Board Strategic Planning Meeting
Wilkie Room, 1st floor
February 21, 2009

Minutes

The meeting was called to order by Cassie Stockamp at 9:09am. Those present included: Dave Kingen, Patrick Dooley, Tina Connor, Giles Hoyt, Greg Reynolds, Steve Wagman, Wayne Schmidt, Andre Lacey, Bill Witchger, Glenn Bosch

Emeritus: Karl Zimmer

Staff: Cassie Stockamp, Jim Gould, Kevin Gierman, Eric Todd (intern)

Introduction of Brad Romine and Patty Prosser

Mission Statement Reassessment

Prosser led a discussion, first reviewing the answers supplied by board members to a series of questions evaluating the current Mission Statement, then by brainstorming goals and modifications.

The final conclusion included:

The Mission Statement needs to consist of three components:

- A nod to the past
- Programs/what's going on in the building
- A focus on the positive impact we are having in the community

The Mission Statement should contain our guiding principles but not be too specific.

It should contain some of the following strong words:

- Authentic landmark
- Preserve
- Realize
- Pursuits
- "Welcoming house"

The Mission Statement should involve the pursuit of new thinking and intellectual ideas.

A team was comprised to re-write the Mission Statement to be reviewed by the board at a later date.

Fund Development

Romine led a discussion on trends in fundraising, the way we understand fundraising and donor cultivation.

Key points from the session included:

- Build relationships
- Plan strategically

- Use leverage wisely
- Take time to learn about and understand your current donors
- Reach out to new prospects
- Tell a good story (mission)
- Cultivate prospects
- Don't ignore donors that have stopped giving
- Use technology for outreach and solicitation of specific donor groups
- Everyone on the Board has a role to play in fund development
 - Identifying prospects
 - Cultivating prospects
 - Helping with "the ask"
 - Thanking donors

The cultivation process is:

- Identification of prospects
- Providing information about the Athenaeum
- Creating interest in the Athenaeum
- Providing opportunities for prospects to become involved in the organization
- And...making it easy for them to invest (make a donation).

In the near future, the Board of Directors will be asked to help create a list of prospects to cultivate for future support.

The next Trustee meeting was announced for Wednesday, March 25.

The meeting was adjourned at 12:56pm.

Any deletions or mistakes to these minutes are not intentional.

Respectfully Submitted,

Kevin Gierman