

**Literacy Volunteers of Oswego County  
Fund Development Committee  
Meeting Minutes  
November 10, 2009**

PRESENT: R. Hutchins, J. Basta, B. Niver, J. Murphy and D. Gallardo

EXCUSED: A. Pearson

Minutes of the October 20, 2009 Fund Development Committee meeting were not completed prior to this meeting. The following is a summary of what was discussed at the meeting:

- Breakfast invitation format was discussed and approved
- The corporate table invitation list was reviewed and finalized
- The buffet menu for the breakfast was finalized

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Mitchell Printing provided LVOC with a quote for 500 breakfast invitations of approximately \$600. The quote includes printing, envelopes, postage and mailing.

The committee reviewed a sample of the invitation and all agreed that printing only in red in a tent format was not what the group would like to see. Printing in black and red is considered two-color printing and would raise the cost of the invitations considerably. **It was decided to do the printing in-house.**

There are currently 415 names on the breakfast invitation list and 40 corporate table invitations to go out. Jane will provide additional invitations to Board members at the November Board meeting for them to personally deliver.

Jane pointed out that the majority of our pledges are running out this year. The committee discussed how to re-enforce to the attendees the importance of donors to the sustainability of LVOC. The group felt that, in addition to the "asking" section of the breakfast, there might be additional ways to make the attendees aware of the giving opportunities presented in the envelopes. The committee decided to ask the Board their opinion on having the envelopes and a subtle sign at the registration table, continue previous year's format of having the table captains passing them out after the asking speech; and then a table at the door when attendees leave, where Board members can stand to say thanks for attending and have subtle "thank you for your donation signs" next to baskets to leave the envelopes in.

It was proposed that the Corporate Sponsor Package levels be changed to only two at \$2,500 and \$5,000 levels. This proposal was made due to what appears to be conflicting benefits for events between the corporate sponsor levels and the event sponsorships. The committee reviewed each and decided to leave the corporate sponsorship levels the same for the 2010 year. All levels appear to represent approximately a 65 – 79% profit to LVOC based on the benefits of each level.

The committee, after discussion, decided that the corporate sponsorship list should be the same as the breakfast corporate table list. The corporate table invitations going out now will be for the 2009 breakfast and the corporate sponsorship packages will be for the 2010 year. If a company is provided a table for the breakfast in their corporate sponsorship in 2010, they will not be solicited in November 2010 for a corporate table at the breakfast.

The committee felt that including the LVOC Annual Report in the corporate sponsorship packages would be beneficial. The packages will be mailed to all companies on the list and the board members will be asked to assist with follow-up calls after they have been mailed.