



# Donor Development Committee Meeting Minutes

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October 28, 2025 - 1:00 p.m.

Virtual Meeting

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**Board Members Present:** Sean Andries, Board Chair; Myong-Hui Murphy; Gayle Yamasaki

**Staff Present:** Kristi Arrington, Administrative Specialist; Rachel Blair, Administrative Specialist; Liora Sponko, Senior Program Manager; Dana Turell

## Update on Turell Work

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Turell provided an update on the appeal letter, which is on track to be mailed by Thanksgiving. The letter has been customized at the county level with tailored openers, key statistics, and recent grantee highlights to better connect with donors. It has been sent to the printer. A follow-up postcard is planned for later in the year. Additionally, three county-specific emails are being developed, each featuring individual grantee stories and select statewide narratives. Turell is coordinating with Watson to avoid overlapping communications and asks.

Media outreach is also underway, with a goal of securing 10 regional stories through direct contact with organizations. If media interest is limited, Board Members may be asked to assist in drawing attention. A slide deck has been finalized, and trackable UTM links are being implemented on confirmation pages to monitor donor engagement and redirect traffic to the trust's donation page. There were no questions following the update.

## Update on Ambassador Program

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Turell reported that the ambassador orientation kickoff was successful, with strong participation and enthusiasm. Schreiner has followed up with attendees, scheduled meetings, and distributed toolkits. Ambassadors are now equipped to begin outreach. Murphy, who attended the session, noted the high energy and clarity of the presentation, which was broken into manageable steps. For those who missed the session, Turell confirmed it was recorded and shared. Schreiner will continue follow-up efforts to ensure ongoing support and accountability.

Yamasaki praised the session and inquired about connecting with other ambassadors in her area. While there are currently none, recruitment efforts may address this. Murphy suggested future meetings include regional breakout groups to facilitate strategic planning. She also recommended that questions raised with Schreiner be addressed in future sessions to benefit all ambassadors.

Andries raised a question regarding tax credit timing for 2025 gifts and clarified that event sponsorships are only partially eligible for charitable contribution matches, depending on the value of benefits received. He also asked for a staff contact who could assist a wealth manager with client inquiries about these investments. Yamasaki requested a timeline reminder, which Murphy supported. Sponko agreed to send it out.

## Update on Corporate Outreach, Needs, and Next Steps

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Murphy asked Sponko whether individuals were signing up on the shared spreadsheet to conduct outreach and requested Turell to add a separate tab for tracking past donors and their giving history. Blair reported three recent corporate donations, one of which resulted directly from outreach by a Board Member. Yamasaki emphasized prioritizing past donors over cold outreach.

## Draft Minutes

Murphy has been focusing on donors who have given \$15,000-\$20,000+, with a regional lens to optimize her efforts.

Turell encouraged celebrating new donations as they come in. Yamasaki proposed implementing loyalty acknowledgments for long-term supporters (e.g., 5, 10, 20 years), and Sponko agreed to revisit this initiative with the incoming communications staff. Personalized touches such as phone calls or handwritten postcards were discussed as alternatives to the current generic thank-you letters. Murphy suggested that Board Members could send these postcards, and Turell confirmed they could be mailed out accordingly. Sponko acknowledged the need to improve the thank-you letter and committed to adding a more personal tone.

Blair asked for clarification on whether acknowledgments should come from staff or Board Members. Andries and Murphy agreed that Board Members, especially those who facilitated the donation, would have a greater impact. Sponko proposed a weekly report to keep the Board informed. Andries noted that acknowledgments could be sent in February or March as a reminder for future giving. Yamasaki preferred sending them immediately after receiving a donation, while Murphy suggested a February 1 deadline, allowing Board Members flexibility in timing. Cards will be mailed to Board Members with instructions, and donation reports will be shared to guide outreach. Sponko and Blair will coordinate the logistics.

To maintain momentum, Sponko asked how to keep energy levels high. Murphy recommended sharing updates on incoming donations with the Board to inspire continued engagement. Members can either report their outreach to Schreiner or Sponko, or update the spreadsheet directly. Sponko will add a column to track outcomes of these conversations.

### **Scheduling the Next Meeting**

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Sponko initiated scheduling for the next meeting. Yamasaki expressed a preference for more frequent meetings to maintain progress. The group agreed to reconvene on Friday, November 21 at 2:00 PM.

The meeting was adjourned at 1:57 PM.