



Donor Development Committee Meeting Minutes

November 21, 2025

Virtual Meeting

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

Staff Present: Kristi Arrington, Administrative Specialist; Rachel Blair, Administrative Specialist; Raissa Flemming, Grants Officer; Aili Schreiner, Trust Manager; Liora Sponko, Senior Program Manager; Amy Lewin, Executive Director

Campaign Update

The meeting was called to order by Murphy at 2:06 p.m.

Turell reported that the mail campaign had been approved and was scheduled to go out by Monday, with the goal of reaching donors before Thanksgiving. This year marks the first use of variable data segmentation, allowing for county-specific personalization and highlighting of local grantees. Although more complex, the campaign is prepared and ready. The email campaign follows a similar approach, with different messages tailored to each county. Schreiner contributed regional photos, and the Giving Tuesday email will emphasize the impact of donations, followed by a Wednesday reminder to encourage giving. Murphy inquired about tracking, and it was noted that UTMs and coded materials are being used to monitor donations. Watson is partnering on reporting. The committee requested more frequent updates to allow for mid-campaign adjustments. Schreiner also highlighted compliance checks to ensure websites and codes are in place. Sponko explained that each cultural development recipient has a unique link for donor thank-you pages, enabling ROI tracking. Lewin emphasized the importance of timely reporting. Turell noted the potential for mini-campaigns next year, despite database challenges. The board is also working to double corporate donors, with the theme of customizing outreach as best as possible given current data limitations.

Schreiner then provided an update on the ambassador program, noting that more than 20 active ambassadors are engaged as partners to promote the cultural tax credit. Informational meetups have been held to share toolkits, donor lists, and strategies. Coalition chairs and Norm Smith, referred to as the “godfather of the cultural trust,” remain active promoters. Ambassadors have been connecting with chambers, presenting at arts centers, and brainstorming outreach opportunities such as board meetings, curtain calls, newsletters, and nonprofit memberships. The group agreed to continue meeting regularly, with another session scheduled in December to discuss what is working already. This led to a discussion on donor list sharing.

Schreiner explained the current practice of including donor names, counties, and limited contact information, but never donation amounts. The committee discussed consistency and privacy, ultimately agreeing to share names and counties, excluding mailing addresses, and to develop standardized language for ambassadors when using these lists.

Board Corporate Challenge

Murphy reported no new updates, while Andries noted that some outreach efforts are underway and suggested focusing on first-quarter planning to align with corporate budget cycles. The committee discussed thank-you cards, outreach progress, and strategies to support board members in their efforts. Sponko confirmed that updates from board members were requested by November 30, with staff prepared to follow up in December. Turell highlighted donations already received from PGE

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and the Turell Group, and emphasized the importance of board members continuing outreach to their designated donors on the shared spreadsheet. Additional strategies were discussed, including leveraging LinkedIn presence, ad buys, op-eds, and engaging financial advisors and CPAs to promote the Cultural Trust. Schreiner noted that CPAs and advisors have been effective messengers in the past, and the committee agreed to explore this further. Flemming reported that donations had reached \$1.2 million to date, compared to \$1 million at the same time last year, with optimism about surpassing \$4.75 million by year-end.

The committee discussed scheduling future meetings. Murphy suggested reconvening after November 30 to review board responses and determine if adjustments are needed in December. After discussion, the group agreed to meet on December 9 at 3:00 p.m.

The meeting adjourned at 2:56 PM.