

**CCE Schoharie & Otsego Counties  
Fund Development Committee Meeting Minutes  
8 November 2024**

**Present:** Andrew Marietta, Shelby MacLeish; staff Liz Callahan.

**Board Survey**

- The Committee reviewed the results of survey to better understand fund development capacity of Board members
- Andrew suggested developing a “A why give to CCESO” life cycle/outline that illustrates the value of CCE as connecting point throughout life
- Shelby noted that CCE is so broad-based, and wondered how can we target the different things we do when we do so much?
- Andrew asked if the staff can move the idea about the life cycle forward conceptually, generating some ideas or talking points for the Fund Development Committee and/or Board to react to
  - o Start with something that presents the programs of CCE in a very visual way, still includes layers of details
  - o Quantify the costs of programs: “For an investment of \_\$\_\_ this is what happens...”
    - Despite the programs like FCS that have direct funding sources (for EFNEP, SNAP Ed), we still need to raise funds for the Healthy Connections program
    - When you put tangible things in front of people they are more likely to give, for example: how to tie giving to 4-H'er participation in Fair?
  - o Ask the staff to share their experiences (feel good, success stories)
  - o Add a live survey link (to website?) so anyone can share their feedback on their experiences (feedback of actual program participants)
- Presenting compelling reasons to support the organization
- Possible mentoring among Board members
  - o It will be easier to move forward with mentoring if we have some of the tools/info discussed above

**Appeals**

- Giving Days
  - o Giving Tues (Dec 3) is opportunity to plant some seeds for mentoring: an example of setting up a FB campaign (\$100 to support ??? at the Fair)
- Committee discussed the tandem fund appeals in September (traditional appeal letter sent to prime giving and promote Mohawk Valley Gives on 9/20).
  - o Committee discussed using a mailing list to reach Village of Cooperstown residents with a generic appeal to support the rehabilitation of 123 Lake St. This will put us on the map more, raise visibility. Suggested a spring appeal when snowbirds are back?)

**Grant Strategy Updates**

- SNAP Ed – Lead CCE Onondaga awaiting “qualified” approval of contract

- Rehab of Otsego Education Center
  - o NYS REDC CFA (pending)
  - o Chobani Capital Project (pending)
  - o Requests
    - Warren-Blanding and Nila B Hulbert Foundations (submitted)
    - Robinson-Broadhurst and Tianaderrah Foundations (to be submitted by 11/30)

### **Strategic Planning**

- Fund Development Com's Strategic Planning priorities will be discussed at meeting of full committee