

Date: February 11, 2015

**2015 MINUTES
2ND MEETING OF THE BOARD OF DIRECTORS
MICHIGAN ROWING ASSOCIATION
HELD ON WEDNESDAY, FEBRUARY 11, 2015, 9:00 P.M.- 9:45 P.M.
PHONE: 712.432.0190
PARTICIPANT CODE: 608705**

Attendance: **Josh Damm
Joe Dertouzos
Tony Sifuentes
Ian Gilbertson
Ted Matherly
Frank Sedlar**

M2.1 Call to Order, Opening Remarks Ian

M2.2 Adoption of Agenda

Prior to the meeting, the agenda is set as follows:

- A. President's Update
- B. Officer Updates
- C. FY2014 Fundraising Update
- D. Bylaws
- E. Other

M2.3 Next Meeting

M2.2 A President's Update Patrick

Update: None

M2.2 B Officer Updates Joe

Updates: Balance data is below

MRA Account (Operations): \$70,000

FOMC Account (Fundraising): N/A – waiting to hear back from University on GivingBlue data

Gift Account: \$2,000

M2.2 C Fundraising Josh / All

Balance: N/A

Update:

Please find a comparison of donor ranges for 2013 and 2014 below. Please note that once all University donations and corporate matches are accounted for, some members in 2014 will

move to a higher echelon.

We have lost ground at the < \$300 range. Additionally, efforts to get classes within 5 years from graduation to donate have been unsuccessful. We should discuss strategies on how to pursue these donor bases. But, by bumping our incentives threshold to \$300 from \$250, we have, presumably, induced 6 more people to donate at least \$50 more (a total of \$300 more for MRA). We experienced minor growth in the \$501-999 range. The dip at \$1000-1999 can be explained by one donor from last year not donating. Moreover, one member from last year's \$1000-2000 bumped up to the > \$2000 range.

Before anyone gets too excited, this 2014 total is not accurate. As was mentioned on our last call, some donation tags were deleted from the database. Going forward, this issue has been resolved, however, it could complicate the accuracy of our totals for this year. The 2014 total represents all donations that were made through the MRA database (and some pending University donations and corporate matches that I am personally aware of). Therefore, the 2014 total includes funding for the past Henley trip (\$25,295) and Row-A-Thon (unknown). Once all donations through the University and corporate matches are accounted for, I can deduct Henley donations from the MRA total for the year. Henley donations do count towards the Class Challenge standings.

FUNDRAISING 2013-2014 COMPARISON		
	2014	2013
< \$300	37	51
\$300-500	20	14
\$501-999	13	11
\$1000-1999	13	15
> \$2000	9	8
Total MRA Donations	102,180.62	63,956.89

From a fundraising perspective, the Board and Members discussed the following ways to increase donations from recent graduating classes:

- **Communication** – discussion took place regarding recent graduating classes and how they may not have received a cohesive message as to what MRA is, what our goals are, and how new members can help. To increase awareness, Ian is going to attempt to put together a refreshed MRA Annual Report. This can serve as a tool to communicate our message with the recent graduating class. A good opportunity to do this would be at the Annual Banquet.

- **Accuracy** – It is imperative that information within our database is accurate. Upon review, it appears as though only 2 email addresses were entered for the Class of 2013. Josh is going to look into who is missing and how to get that information updated.
- **Reiterate** – The Board will look to draft an email, thoughtfully worded, to the recent graduating classes letting them know about the disappointing fundraising levels to date

Ted is going to reach out to Apricot to see if there is a way to generate an automatic email to individuals who have donated in the past who may not be repeating their donation.

M2.2 D Bylaws

Ian

Update: After a few minor changes, Ian presented a motion to Approve the proposed amendments to the Bylaws. It was seconded by Josh and unanimously approved.

M2.2 E Other

All

There has been a new section of the friendsofmichigancrew.org website created called “MRA Board of Directors Information”. It is an area where documents can be stored and transparency can be provided to members as to the governing decisions of the organization.

M2.3 Next Meeting

March 4, 2014