

#### 4 Paws Board Meeting – 10/16/2017 – meeting minutes

Erin Bittner – Director of Genetics – gave an overview of the work completed in Salesforce:

- All current Puppy Raisers (traditional/college/prison) have been loaded to Salesforce
- Various levels of reporting have been established to support the puppy raiser

#### Erin open items:

- Working with Salesforce rep Jessica Sinclair and Prolocity - ( <http://prolocity.com/>)
  - Summarizing goals for work with Prolocity
    - Need to know end goal to assist
    - Mapping
    - Website integration for forms
      - Very time consuming process
    - Additional reporting
    - Will also touch base with the individuals willing to volunteer
    - Christy (Eddie's wife working on cleaning up adoption data that was loaded incorrectly
    - Next step is guardian homes and clients
    - Historical info will be added later
    - Help may be needed scrubbing excel files – for an upload to be completed
    - Internal staff being trained on updating

#### Karen:

- Social impact class – need to find the right person to attend – may not be Jaki will review with Jennifer.
- 4 Paws is seeing decline in applicants due to the long wait list
- Erin and Jennifer have done a great job building a foster base only 5 dogs currently in the kennel that need a foster placement
- Jaki did a very successful on line fundraising – raised \$50k in one day.
- Volunteer Director still very new only on staff for 2 weeks
- No movement on HR management
- Currently completing job descriptions and specifically reviewing Kelly Camm – Development Directors role. Possibly redefining due to the changes in Fundraising – resulting from moving to Fee for service.
- Wants to research how Paws for a Cause managed this move
- Wants to pull the burden off the client to support the growth of 4 Paws – wants board focus to be on generating donations.

#### Eddie/John:

- Four pillars of fundraising:
  - Events
  - Corporate sponsorship
  - United Way
    - Will continue research on benefits
  - Ecommerce

**Wally:**

- Finance committee met in late September. Working on:
  - Dog cost analysis
  - Financial forecasting
  - Capital campaign roadmap
  - Booking keeping review
    - Received times from Karen and when Jamie and Wally can spend an afternoon reviewing the process

**Ralph:**

- Established document retention/communication for board – please upload all committee meeting minutes and relevant documents to be shared with board.
- Working with Jaki/Erin on Salesforce chatter – similar to Facebook for the board to communicate instead of always using email. Will be a place for Karen to keep us updated on what's happening from a day to day perspective.
- Needs access to delete access to the Teams Drives. Since Jaki works part time in the evenings and cannot always get to the request when needed.

**Amy:**

- Jake – new board candidate – Finance committee – review resume and be prepared for possible vote in December.
- Jessica – stepping down from chair and Ralph taking the position
- Reschedule December meeting for 12/9 – remember to bring items for dog care staff

**Tasks:****Karen**

- Check with Jennifer on attending Social Impact Class
  - Confirm application (class always fills up)
- Review Kelly's day to day activities and define goals
  - Salesforce Funding demo (any building required will have to be scoped out and maybe researched with Salesforce rep – Jessica Sinclair)
  - Donor profiles (Salesforce)
  - Possible coordination with Volunteer Director on building donor database
    - Volunteers and clients are the foundation of our donors.
  - Safelite Impact Grant (invitation for \$25k) – should we ask for a down payment to rebuild the puppy house or to further a program?
    - We need to make sure we include in the ask:
      - Cobranding opportunities
      - Volunteer opportunities
      - Community impact – how will this help those in need directly and indirectly – awareness around people with disabilities.
      - Description of how the program/project will be sustained by the grant.
- Work with Finance committee on date to review booking keeping activities (1<sup>st</sup>, third or 4<sup>th</sup> week of November and third week of December – best times) Jamie and Wally to come onsite.

- Help Define corporate sponsorship goals
  - Kelly to research organizations
  - Karen to review for best candidates
  - Karen to work with board on building relationships when needed
- 2018 Goals – start thinking about overarching goals and how leaders goals will help support the over all vision.

#### **John**

- Event ideas
  - Forming the 20 year committee in conjunction with Karen?
- Ecommerce – step out how this could be effective and low cost way to grow branding and income.'
- United –benefits to 4 Paws/requirements/timing

#### **Eddie**

- Research Digital marketing with own organization
- FreshPet – continued relationship
- Fundraising ideas

#### **Ralph**

- Salesforce Fundraising – research package that already exists within Salesforce to determine the level of effort to use
- Complete implementation of Salesforce chatter

#### **Jake**

- Will look into volunteer relationships with Cincy Childrens

#### **Jamie/Wally**

- Set up time to review current book keeping process with Karen
- Continue to gather data on dog model and other supporting financials

#### **Helena**

- Work on outline with board chairs and Amy to be prepared for the 12/9 meeting
- Seeing Review
  - What best practices can we taking from their:
    - fund raising model
    - Kennel management
    - Foster/volunteer management

#### **Amy**

- Work with members to make sure we are able to complete tasks and report to back to the board on roadblocks or areas of need.
- Work with Karen and Kelly on the Safelite Impact Grant
- Help build outline and to do list for 12/9 meeting