

## **MSU Retirees Association**

### **Special Meeting (golf tournament/fundraising)**

**Jan 2, 2018, Room 125 Nesbit Building**

**Attending: Jacqueline Babcock, Roger Baldwin, David Brower, Angela Brown, John Forsyth, Michael Gardner, Trish Horn, Dan Mackey, Pamela Marcus, Patrick Scheetz, Bruce Smith, Ron Smith, Rick Vogt**

Who are our targets? What is our monetary goal?

Could we ask a retiree volunteer who has expertise in event planning to chair the golf tournament?

Should the golf outing be a social event if it isn't a fund raiser?

How many members participated? Very few and mostly board members.

There was an issue with season pass members who didn't want to pay to golf in the tournament. They might come if it is purely social.

Another issue is the scholarship itself. How large an endowment do we need? How much should the scholarship be and for multiple years or not? The program does help with an awareness of MSURA as many recipients have parents who are MSU employees. And, the recipients may be candidates in the future for giving back in donations.

There is a concern MSURA asks for a lot of donations throughout the year with Old News Boys, United Way, etc. What is the benefit for members? How do we convey what we provide for members?

List of programming we provide is one major benefit.

We need a year-end review of highlights as an outcome of fundraising.

We need more transparency.

Helping more people spreads goodwill. Raise scholarships we give out? If we had 50 scholarships, it might make a difference in PR, but we don't want to dilute so it doesn't make a difference financially.

Should we create an event planner position on the board?

We are still left with the fact that we do not have a golf tournament chair for 2018.

Fundraising is different from event planning. Many people are not comfortable asking for money. We have a short timeline to identify someone. This has to be decided by end of January. We need a plan to take to Straightline for them to consider continued underwriting.

If Straightline didn't underwrite costs, they might still be willing to help with donors for a golf tournament. It would reduce their time commitment. They could promote it, etc. They brought in people from Detroit and these participants were happy with the event. Straightline is also willing to look at other options.

If we don't plan a golf outing how do we raise funds?

We should highlight our scholarship recipients in in each newsletter to keep it in the minds of members and then ask for donations once/year in a larger fundraising effort.

It was suggested at membership monthly meetings or other social events we could raffle off a significant item or hold a 50/50 raffle. Licensing is needed for raffles.

Another idea is a reverse auction. We would need to provide food and maybe entertainment.

We could do an online auction with \$20 ticket sales for a month; everyday someone could win a prize and the names are placed back in the pot so it is possible to win more than once.

We could hold a silent auction, but there is a perception people are looking for bargains and tend not to bid items up.

We could bring in a big named speaker and charge an admission fee. Depending on the speaker could sell auction off or signed memorabilia. This might be a one-time one event.

Does raising money add to the burden of board members and make it more difficult to recruit board members? Is having some smaller events less work? Maybe quarterly?

We do need a stable source of income. Raffles can be fun. It is felt we also need more social events –for the larger membership, but also for the board to get to know one another better. We are an advocacy group with a charge for our members. We can try different events. People want to be involved in different ways. Wine tasting? Craft beer?

Could ask Straightline to match gifts in a one-time ask in the newsletter – maybe up to \$10,000.

Card tournament.

Could do multiple gifts.

Could do online – get people not in EL to participate

Tentative decisions to be discussed and voted on at the February meeting (and discussed with Straightline):

An advisory show of hands was taken. It was unanimous that we do not have a chair and we will not hold a fundraising golf tournament in 2018. A social event is still possible. We will get a tentative date in September (18?) for golf just in case.

We will approach with Straightline the idea of a one-time campaign via the newsletter with matching funds up to a certain amount. In some ways this idea would broaden participation by members because so few members golf. Rick Vogt will spearhead this.

We will continue to consider ideas for a possible replacement fundraising event.

Dave Brower will research options for licenses for various raffle ideas – simple raffles easy to promote at smaller events (not a big reverse auction, raffling off a car, etc.)

There is fund raising potential for raffles (50/50 and prizes) and a matching via the newsletter.

A golf outing as a social event seems positive. We could still have door prizes to make it fun.

We should plan some social events for the board.

Notes submitted by Jacqueline Babcock, Secretary