

Development Committee Minutes: Winter 2021

The Development Committee met virtually at 1037 on February 9th, 2021 via GoToMeeting and in the 1st floor conference room of the MCA&F building, Quantico. The Committee Chairman, Mr. Kurt Chapman, opened the committee meeting from his remote location. Committee members present (virtually) were Mr. Kurt Chapman, Mr. Mike Martz, LtCol (Ret.) Chris Davis, LtGen (Ret.) John Toolan (joined a few minutes late and left partway through), Mr. Tim O'Hara, Mr. Chris Bird, Dr. Susan Johnston, and new board/committee members Mr. Mike Stocker and Mr. Tim Eichhorn. Vice Chairman of the Board Mr. Jay Holmes joined remotely for most of the meeting. Mr. Alex Henegar, not a committee member, joined the committee meeting and was welcomed by the committee chairman.

MCA&F staff present at the MCA&F building was CEO LtGen (Ret.) Faulkner for a portion of the meeting, Ms. Johnna Ebel, Col (Ret.) Tim Mundy, Ms. Michele Collins (MCAF Donor Development Officer), and Ms. Shelby Conley (MCAF Admin Assistant). Mr. Mike Munson was IT support at MCA&F.

Committee members not present were Col (Ret.) Emily Swain, Mr. Otto Frenzel, and Col (Ret.) Bob Love.

With a few new committee members, Kurt Chapman asked everyone to give a short introduction and all did this. It was helpful to learn the background of each person and also their link to the Marine Corps and MCA&F.

Col Mundy provided a Fundraising/Donor development update. Fundraising contributions are on par with what was expected and for the past 5 years we have stayed fairly level, \$1,570,000 in 2020; no drop in donations; especially last year when we anticipated a drop due to COVID. Col Mundy explained that he and Michele are focusing on major donors while direct mail is a large piece of our fundraising; it gets our lower level donors to respond and stay loyal donors. Lautman (direct mail) is a significant cost but it brings in significant funds for the Foundation. Almost 50% of our revenue is from direct mail. Revenue has consistently gone up with the direct mail program. We will re-evaluate if the revenue and expenses get close to being the same. Col Mundy also explained that Lautman has helped us come up with initiatives like the matching gift campaign. Our year-end matching gift campaign has been very successful for us with gift contributions of \$44,000 net and that does not count the \$25,000 "match" for the campaign.

Col Mundy discussed the Wiland co-op/acquisition. We've always done some acquisition but in 2021 we will be expanding that program through the Wiland Co-op. We will need to change/remove our privacy language for donors this year because of this. The expansion into Wiland allows us to dramatically increase our acquisition. Col Mundy showed where the Marine Corps Heritage Foundation had

achieved a remarkable response rate and said this should be an indicator of how we'll perform going forward.

Col Mundy provided a program delivery update because it's helpful for the committee members to see where the fundraising goes to support Marines.

Kurt Chapman provided the Board Support Expectation ("give or get") contributions update. The board support for 2021 is expected at \$115,000. Kurt Chapman explained that the Foundation staff will send out a statement in August/September to all BOD members to let them know where they stand for their Give/Get so they know what they need to provide (if necessary) to meet their annual obligation by December 31st.

Col Mundy discussed the MCA name change and planned communication with major donors. He explained that he and Michele Collins had produced a letter explaining the change. Foundation staff preference is to call major donors and use the letter as a script, but if they do not answer the call, the letter will be mailed. Col Mundy also explained that no direct mail campaigns will draw attention to the change. The majority of lower level donors probably won't notice the change. "Marine Corps Association Foundation" will still be used in direct mail correspondence. MCAF will use some unique logo, either what it is now or a slight variation that incorporates the new MCA logo. But the words "Marine Corps Association Foundation" or word "Foundation" will still be part of the logo.

Kurt Chapman asked for a brief update on the Professional Development Membership Awards Program (PDMAP). Col Mundy explained that we have currently processed 3,078 PDMAP awards, the majority of which are being gained from our area reps (SgtMaj (Ret) Adam Terry and SgtMaj (Ret) Frank Pulley). The expectation for the area reps is to award 1500 in 2021 (a few hundred each month). Limited Marine Corps support combined with less access to Marines (COVID impacts) has prevented this program from achieving its vision. But it is still a valuable addition to MCAF providing professional resources to Marines. Kurt Chapman explained that 20,000 memberships through the PDMAP is what is allocated, and he clarified that MCAF pays \$20 per 1 year membership to MCA through this program.

Next, Michele Collins provided a charity rating services update. This was in response to a comment recently from a new Board member, LtGen (Ret) Zilmer. Based on where we stand (GuideStar at the highest rating), Chris Davis asked if he should refer corporate donors or others to the GuideStar rating vs the other two. Col Mundy explained that we shouldn't shy away from talking about all of them, because even for Charity Navigator where our rating is only 2 of 4 stars, our accountability and transparency rating is fantastic. We can highlight that we are a very reputable organization that has had 10 years of clean audits; we are trustworthy with donor funds. Jay Holmes asked if we could reach out to Charity

Navigator and add a note about this past year re: Covid affecting our numbers. Col Mundy said that he and Michele Collins would look into that.

Kurt Chapman then asked Col Mundy to provide some quick updates on key 2021 events and he discussed Virtual Challenges/events (all Board members received the email), a plan for a fundraising "Giving Day" June 8, 2021, and a reminder that the fourth annual Golf Tournament at Creighton Farms will be October 18, 2021.

At that point, Alex Henegar spoke about a giving initiative that would honor LtGen Faulkner. It would be a mini fundraising drive in his honor. He'd like to challenge the other board members to participate. He will be making a gift for this effort to get the ball rolling. Kurt Chapman said that he and Col Mundy would work on the details of this initiative in LtGen Faulkner's honor.

Mike Martz then said that he thinks our growth could be through an acquisition, merger or partnership with other Marine Corps organizations. The conditions (impacts of Covid) might make that more attractive to us and other Marine Corps NFEs. Mike Martz also asked where we are with the number of members in MCA. Jay Holmes said that membership is declining. Johnna Ebel mentioned that the member count at the end of 2020 was equal to the member count at the end of 2019, but we have a Covid extension on some memberships (consistent with other organizations, we extend memberships even if the member doesn't renew) so from a revenue standpoint, we are down about 10,000 memberships.

Kurt Chapman mentioned that LtGen Faulkner will be reaching out to retired General Officers to encourage them to donate to the Foundation. LtGen Faulkner is working with Col Mundy and his staff on this effort but believes that we might be able to get these retired Generals who are (or have been) MCA members to become contributors.

Mike Stocker said he was happy to be part of the Board and the Committee and asked what he can do to help best serve MCAF. Kurt Chapman referred the board members to the Development Committee Charter (he will send it out to everyone) and said we should look to increase the responsibilities of the committee members and make it more accurate of what everyone does to guide and support the Foundation.

The meeting was closed and adjourned at 1209.