

Minutes from Houston Hillel Board Meeting
Nov. 11, 2019

Board Members in attendance:

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| ▪ Brian Cweren | ▪ Lena Leib | ▪ Alyssa Sylva |
| ▪ Jason Fischer | ▪ Jeffrey Levine* | ▪ Leon Trakhtenberg* |
| ▪ Scott Friedman | ▪ Ellen Lowe | ▪ Kenny Weiss |
| ▪ Moses Glickman | ▪ Randi Plante | ▪ Izzy Williams |
| ▪ Sandy Jackson | ▪ Marlene Rubin | ▪ Karen Wolf |
| ▪ Sean Kessel | ▪ Rozanne Rubin | * phoned in... |

1. Kenny shared a D'var Torah
2. Roberta Herman-Dietrich, Executive Director of Houston Jewish Community Foundation, presented Houston Hillel with three checks:
 - one from the Goldstaub Community Special Needs Fund to support Houston Hillel's new outreach program for students at Stephen F Austin University
 - one from the Yako Nesim Polikar Fund for Jewish Youth to support Jewston's Story Sessions program
 - one from the Hershel and Hilda Rich Fund
3. The bulk of this meeting was a Development Workshop presented by **Gina Shapiro**. Gina has a wealth of experience in fundraising. Recognizing her talents, Hillel International commissioned Gina to write *2017 Hillel Development Resource Guide*; this guide, complete with best practices and templates, is available to all Hillel organizations.

Highlights of the workshop include:

- The statistic that 80% of money for non-profits comes from individuals, not corporations. The bulk comes from people that are interested in what the organization is doing... its mission...
- People give money for various reasons, including alignment with the organization's mission, a desire to effect change, community image, and more. But the #1 reason people give is that they've been ASKED!
- As ambassadors for Houston Hillel, we need to be able to talk about Houston Hillel. Potential donors want to give to SUCCESS not FAILURE. Gina shared a "WHY HILLEL" handout with us; she recommended Houston Hillel updates our Case Statement each year.
- She shared the 'Donor Cycle' with us. The Donor Cycle includes identifying prospects, cultivating and involving the prospects, asking the prospects for support and then THANKING the donors. She suggested that we thank our donors SEVEN times per year! [One of the thank you's might be a newsletter that highlights the results of peoples' donations – examples of activities/programs that illustrate the IMPACT of their gifts.]

- Requirements, in order to achieve our goals, include:
 - 100% board participation – our board members must be invested in our cause
 - Development Committee oversight, including:
 - Review and approve annual fundraising goals
 - Review and approve annual Case Statement
 - Monitor monthly fundraising progress
 - Partner with professional staff in achieving fundraising goals
 - Review and approve annual marketing plan
 - Foster a culture of philanthropy with the Board
 - Individual visits for major gift renewals, for elevated giving and for new prospects
 - Robust direct response fundraising program
 - Effective and frequent communication
- Gina then shared a dozen ways our Board can participate in development – other than soliciting
 1. Make an important gift
 2. Identify prospects [from ‘circles’ like work, social, community, synagogue, social media, etc.]
 3. Mine our networks and make introductions for Kenny
 4. Be an ambassador for Houston Hillel
 5. Participate in donor visits
 6. Write notes on mail solicitations
 7. Get to know our students
 8. Participate in a phone-a-thon
 9. Help to place stories in media outlets
 10. Post on social networks
 11. Host a parlor meeting
 12. Write donor thank you notes and make thank you phone calls
- We then went around the room and each Board Member looked at this suggested list of ways to participate in development and stated what he/she was willing to do. The Development Committee will be in touch with board members not in attendance to see how they too would like to participate.