

## **Minutes of the meeting of the Dons Trust Fundraising Working Group (FRWG) held at Kingsmeadow on 4 October 2004 at 7.30pm**

### **Present**

Tom Adam (TA)  
Fazal Ahmad (FA)  
Mark Davis (MD)  
Steve Elson (SE)  
Hugh Gibson (HG)  
Mike O'Shaughnessy (MO)  
Ian Pollock (IP)  
Anna Slade (AS)  
Alan Wright (AW)

### **1. Introductions**

All present introduced themselves and the fundraising projects they had been working on. On behalf of the DT Board, TA thanked the FRWG for the work it has done and pointed out that the Board has been giving a lot of attention to fundraising issues recently.

### **2. Change of roles**

Brian Goodwin has stepped down from the DT Board and from chairing the FRWG but will continue as a volunteer and as sponsor of the Dons Draw. FA has been appointed to the Board and has taken over as chair of the FRWG. On behalf of the group, FA recorded his thanks for Brian's work to date.

### **3. FRWG targets / objectives**

FA outlined his priorities for the FRWG. Given the modest size of the team, the emphasis needs to be on a relatively small number of projects which will individually raise a substantial amount of money<sup>1</sup>, rather than a larger number of relatively modest events.

There was some discussion about the number of events that can realistically be organised by the FRWG and enthusiastically received by supporters. Now that the FRWG is up and running, it was suggested that new projects can be organised more efficiently, utilising links with other working groups (see below) and accessing volunteers for support. The capacity of organisers and supporters

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<sup>1</sup> FA subsequently clarified that this would entail something like one event per month, raising at least £5,000 each.

will be maximised by spreading new projects across the year, rather than allowing them to bunch at a particular point in the season.

The other main priority is to make the most of the recurring schemes which have already been established such as Dons Draw and Sponsor a Seat.

Events which make use of the facilities at Kingsmeadow and events which derive revenue outside the club's supporters should be encouraged.

**ACTION:**

- **TA to advise FA of the amounts that have been allocated to the FRWG in the DT budget.**

**4. FRWG working with the rest of the Dons Trust**

Links have been established with other working groups. The Communications team is eager to assist in promoting FRWG events.

Another link is with SE, as Treasurer. FRWG members have not always given clear guidance as to which projects income and expenses relate. To rectify this situation, MD will monitor income and expenses on behalf of the FRWG.

In order to keep the Board informed of FRWG proposals and activities, a monthly report will be prepared of revenues, key activities, future events and management actions. A business plan (including budgeted expenditures, high/medium/low revenue estimates and key risks) should be prepared for all new projects.

**ACTION:**

- **MD to circulate guidance to FRWG members as to how they should report income and expenses.**
- **All FRWG members to copy any communications to SE regarding income and expenses to MD.**
- **AS to circulate a template for project business plans.**

**5. Update on specific projects**

**a. Dons Draw**

IP reported on progress. There are now 220 participants, with an average monthly D/D of a little under £10. IP felt that this could be increased to 500 participants relatively easily, with an ambition of 1,000.

Reaching this target depends on promotion through the matchday programme, face-to-face sales, publicising prizewinners and potentially using other channels such as e-mails, letters and banners. To plan such a campaign, a plan of action was needed, and IP was asked to take on responsibility for this project.

**ACTION:**

- **IP to prepare proposals for the next phase of promoting the Dons Draw and to follow up with actions such as drafting an e-mail for the comms group to send to DT members.**
- **IP to ask John Owen what additional support he requires in administering the scheme.**
- **FA to ask Brian Goodwin about any limitations on advertising the scheme.**

**b. Mega Draw**

There are two ways of proceeding with this project: either to undertake a relatively modest scheme, limited to £20K of income, within the existing Dons Draw licence; or to go for a much larger scheme by purchasing a Gaming Board licence at a cost of £4.6K. The latter approach would allow larger prizes and should appeal to a wider audience (i.e. outside the AFCW supporter base) than the smaller scheme. Debate as to the preferred approach is needed among the FRWG, following which the recommended solution will be put to the DT Board. It is intended that the draw should take place towards the end of the season.

**ACTION:**

- **FRWG to discuss the two approaches at the next FRWG meeting.**
- **AS to write a proposal to the DT Board for the preferred solution.**
- **AS to ask Brian Goodwin about legal aspects.**

**c. Evening with Ossie**

MO reported on progress. Over 18 tables have now been sold. Items are available for auction and prizes for the competitions have also been obtained. Auction items may be supplemented by memorabilia in Peter Osgood's collection, provided that we are willing to

share the proceeds of auctioning them with Peter Osgood's charity on a 50/50 basis.

**ACTION:**

- **MO to ask Niall Couper to provide some sporting questions for the quiz.**

**d. Weird & Wonderful Rematch**

Net income from this event is in the region of £15K.

**e. Sponsor a Seat (FA)**

To date this has raised £6.5K. A further promotional push is needed.

**ACTION:**

- **FA to speak to comms group about covering this scheme on the DT page of the matchday programme.**

**f. Foreign currency and recycling**

A batch of £800 of foreign currency is to be processed by AW over the next few weeks.

With the DT presence at home games being moved into the back bar (see below), recycling may need some operational support on matchdays. (No specific follow-up was identified.)

**g. The Fans Quiz**

In the absence of Niall Couper, this was not discussed.

**h. Walk for Wimbledon II**

This event has been postponed until later in the season. A provisional date will be identified, although this will not be finalised for the time being. Further activity will be revived in the New Year.

**ACTION:**

- **MD to identify possible dates for the event and to liaise with Angela Robbins.**

**i. CAMRA**

Having identified the opportunity for using Kingsmeadow for a real ale festival, it was felt that it was now down to the club rather than the DT to take this forward.

**j. Others**

With a number of events now completed, ideas are needed for new fundraising events.

It was felt that sporting dinners could be a recurring event – for example, Harry Bassett could be invited to be the guest speaker at a dinner later in the season.

If a marquee were to be used for an end-of-season event (e.g. a dinner), then consideration should be given to using it for multiple purposes, e.g. classical music evening.

**6. AOB**

The gazebo will not be suitable for use at home games in the winter. FRWG will use a table on the stage in the back bar.

Memorabilia. An inventory is required, and thought needs to be given as to which events would be suitable for auctions, raffles etc. and which should be sold via e-bay.

**OTHER ACTIONS:**

- **All project organisers to come up with a description of duties for volunteers, for publication on the volunteers' e-mail.**
- **FA to talk to Debbie Buck about memorabilia.**