

Minutes of the meeting of the Dons Trust Fundraising Working Group held at Kingsmeadow on 10th August 2004 at 7.30pm

Present

Brian Goodwin (BG) (Chair)
Faz Ahmad (FA)
Debbie Buck (DB)
Niall Couper (NC)
Andrew Goodwin (AG)
Mike O'Shaughnessy (MO)
Toni Shepherd (TS)
Anna Slade (AS)

Apologies

Mark Davis (MD)
Hugh Gibson (HG)
Luke Mackenzie (LM)
Vikki McKeegan (VM)
Ian Pollock (IP)
Angela Robbins (AR)
Mick Pugh (MP)

1. Dons Trust Gazebo (BG)

The gazebo would be the focal point for the groups' activities. BG had staffed it so far, and the response had been good with five DT memberships taken at the first home friendly. It took 10 minutes to put up and was taken back down after the game. The DT had two A-frames and another four were being made.

Going forward the plan was to staff it with one DT board member and one FRWG member on a rota basis. FA, NC and MO suggested that they would be willing to help.

ACTION:

- **BG to email the FRWG to find volunteers for the gazebo rota.**
- **BG to negotiate with AFCW that those staffing the gazebo receive the same matchday perks as AFCW volunteers.**

2. Sponsor a seat (FA)

The project was due to launch on Saturday 14th. The envelopes had been printed and the letters were in the process of being printed. A personalized envelope would be taped to every seat, containing the application form, with extra envelopes available at the gazebo (for the 200 seats not already allocated to season ticket holders). The plan was

for as many volunteers as possible to start taping the envelopes to the seats from 10am on Saturday, with the aim of finishing by 12.00-12.30 depending on how many people help. DB, NC and MO suggested that they might be able to help.

FA had sorted out the programme advert with the comms group and had sent the details for the website to the club. FA had also sent details to Paul Raymond in the hope he would put it up on his website, and planned to publicise it on other fans sites. FA also planned to ask AFCW to make regular matchday announcements on the pa.

Fans would be able to hand their completed application forms and payments to FA, who would be patrolling the main stand, or hand them in at the DT gazebo.

The correct PANTONE colours still hadn't been found. It was suggested that FA call Evonprint, the printers of the AFCW programme, to see if they knew what the right colours were. If this was not successful, it was agreed that FA would try to find the nearest possible colours.

ACTION:

- **FRWG members available to help tape the envelopes to the seats to meet at Kingsmeadow at 10am on Saturday.**
- **BG to chase up Sponsor a Seat email address.**
- **MO to find out whether a letter thanking AFCW for letting the DT sell seat sponsorships would resolve the outstanding legal issue.**
- **FA to try and find the correct PANTONE colours.**

3. Dons Draw (BG, John Owen)

The DD would also be launched on Saturday 14th. The licence was in place and the contract for the Direct Debits had been agreed. The first draw was scheduled for 25th September so there were four games at which players could be signed up. Ideally there would be a team of 20 volunteers to sign up players at each of these matches. The target for the first draw was 1,000 entrants paying an average of £10 each – 450 tickets (at £2 each) would have to be sold to cover the guaranteed prizes.

The preference would be for players to sign up online. Hard copy forms would have to be entered into the system by Dave Honour or Sandra Lowne. It was hoped that the website could go live on Friday 13th, and if it did it may be possible to borrow the AFCW laptops to allow people sign up online at matches.

The cut off point for signing up players for the first draw would be 4th September. DDs would be taken from bank accounts around the 15th of

the month, with the DT receiving the money 3 days before the draw. The actual draw would be made behind closed doors in the presence of BG, JO and an independent adjudicator. If the database functions correctly, the draw would be made using the random number generator – otherwise ping-pong balls would be used. A pitchside presentation would be made, hopefully by an AFCW ‘celebrity’.

ACTION:

- **NC to email the AFCW volunteer list to find people to help sign up players at the first four home matches.**
- **BG to email FRWG to find volunteers to help sign up players at the first four home matches.**
- **BG to source a sign advertising the DD to go in the entrance to the main stand seats.**
- **NC to talk to Dean Parsons about whether the Golden Goal sellers could help sign up players after they had sold out of tickets.**
- **BG to check the availability and Wi-Fi capabilities of the AFCW laptops and to ensure that there are no security issues associated with signing up many players using the same laptop.**
- **BG to ensure that there are DD leaflets (information on one side, DD form on the other) available on Saturday.**

4. Celebrity Football Match (NC, BG, AG, LM, AS, MP)

The go ahead had been given to play the match on 12th September, with enough players from both sides to brand it as the “Cup Final replayed”. The four managers had been appointed – Terry Burton, David Fairclough, Trigger and Kevin Cooper – and plans were in place for officials.

A bidding process would be set up online for the fans match with up to 22 shirts on offer. Some of the places might also be used as prizes for those signing up to the Dons Draw, those winning in the SMS quiz and for a raffle amongst our less “well-off” fans.

It would cost £10 to get into the ground (no extra fee for seats as many of them would have to be reserved for celebrities anyway). Fans could also pay £10 for a 30 minute slot (50 people per half hour) in the back bar where they could take photos of ex-players in front of special montages. In the main bar players would be signing autographs, with fans paying £5 for an autograph sheet where the players could sign against their name. A video montage would also be playing in the main bar.

The aim was to find a sponsor for the whole event, and also sponsors for the shirts (88 shirts would be needed). Fans buying places in the first

match would be able to keep their shirts while the shirts worn by celebrities and ex-players would be sold. Ideally a sponsor would also be found to pay for the hire of the FA Cup, FA Amateur Cup and Jules Rimet Trophy. These would cost £4,219 to hire so, without sponsorship, the photos would be likely to make a loss. The majority of members felt that the marketing potential of having the trophies would ensure a higher attendance which would more than cover the loss (fans would not have to pay to enter the ground if they just wanted to have photos taken).

AFCW would be asking all matchday helpers to perform their usual matchday duties. In addition there would be a need for around 12 other people to perform various duties. Help would probably be needed between 9.30am-6.30pm with volunteers being rewarded with a buffet dinner with the celebrities at the end.

AFCW would be approached to produce the matchday programme. This would include player profiles (including the fans who are playing), adverts for other fundraising activities and an article on the Hillsborough fund, which would be receiving a proportion of the proceeds.

Accommodation would be needed for some of the Liverpool players so local hotels would need to be approached with the aim of securing a cheap deal, possibly in return for some sort of sponsorship.

SKY had agreed to cover the event but were yet to decide which channel it would be on. Talksport were also broadcasting from the ground and Bravo might also be filming. NC asked for more assistance in publicising the event.

ACTION:

- **BG to ask AFCW to produce the matchday programme.**
- **AS to take on role of project co-ordinator.**
- **BG and NC to circulate list of jobs to FRWG asking for volunteers.**
- **BG to find out whether those playing in the game would be covered under the AFCW insurance.**

5. Walk for Wimbledon II (MD, AR)

With AR and MD on holiday, BG reported that the event was coming together and that leaflets had gone out with the season tickets, and that participants in the bikeathon had been emailed.

6. Mobile phones quiz (FA, NC)

The quiz was now at the trial stage. The team was 90% there with questions, though some more questions were needed on Wimbledon. In

addition the questions still needed to be ordered into simple and hard (for each club there would be a bank of 250 questions, with each player receiving one simple question and one hard question).

The contract between Marvellous Ideas and the DT would probably be the biggest hurdle. The liability to the DT was a maximum of £500 and the DTB had not yet signed it.

Agreements were in place with a number of supporters associations to publicise the quiz. The terms and conditions had also been written and checked against the relevant regulations for quizzes of this type. The aim was to go live on Friday 13th though this might not be possible if the website was not ready.

ACTION:

- **NC to email the unordered questions to Marvellous Ideas ASAP to prove that we have the questions.**
- **BG to suggest to the DTB that he takes responsibility for signing the contract on their behalf.**
- **NC to chase Peter Davis for the website.**

7. Foreign Currency Collection (Alan Wright)

ACTION:

- **BG to pass on bag of foreign currency to AW.**

8. Recycling (Clinton Arthur, Hugh Gibson)

CA and HG had put together a paper to go to AFCW recommending that a full recycling suite be installed at Kingsmeadow.

There was a need to encourage fans to donate more mobile phones and printer cartridges, as the cans were now well established. There was also a need for larger (A3) signs for the recycling bins, with "this is not a rubbish bin" in large letters.

ACTION:

- **BG to organise larger signs for the recycling bins.**

9. Mega Draw (AS, Julian Shakespeare)

Little progress had been made and the draw was now in limbo. There were two ways to go. A low level draw could be put on using the Dons Draw licence which would put an upper limit on ticket sales of £20,000. Alternatively an application could be made to the Gaming Board which would cost an initial £4,600 plus £180 for a further three years. The

application could take up to 2 months but would mean there would be practically no limit on sales. This option would mean that almost every AFCW fan would have to buy a £2 ticket just to cover the cost of the licence.

Opinion was very divided. It was decided that the Mega Draw would be postponed for now and revisited in October or November after many of the other events had taken place.

10. Real Ale Festival (BS)

Despite much prompting AFCW still had not provided a quote for this booking.

ACTION:

- BG to tell AFCW that the FRWG will quote CAMRA £20,000 unless AFCW come back with a different quote within one week.

11. Sporting Dinners (MO)

The dinner was scheduled for Friday 22nd October and the aim was to raise £10,000. The dress code would be lounge suit and the menu had been agreed with the caterers. An eight page programme was planned, with MO looking for a quote for 200 copies.

MO had asked Chris Phillips to do the PA, with Matt Couper suggested as a backup. Ivor Heller had been approached to conduct the auction and Robbie Earle had been lined up to pull out the winning raffle tickets.

Four tables had been sold thus far out of a possible total of 21 (168 seats). MO would require assistance in selling more tables in due course. Kidd Rapinet had agreed to collect any receipts in their client account and hand over one cheque to the DT after the event, subject to the approval of the DT treasurer.

There was a need to pick out suitable auction and raffle items from the accumulated DT memorabilia so that there was sufficient time to have the items framed and properly presented. The caterers had offered the use of their chef for a night as one of the prizes, and MO had an Athens shirt and signed photograph from Sir Steve Redgrave. Peter Osgood was also bringing prizes and MO planned to contact businesses in Wimbledon to try and find more items.

ACTION:

- MO to ask the AFCW office for contact details for David Barnard (to provide company for Robbie Earle).

- **NC to choose 20 quiz questions for use at the dinner – MO to email NC to remind him.**
- **MO to contact Evonprint to obtain a quote for printing the programme, mentioning that it is for a DT event.**
- **MO to ask Steve Elson whether he is happy for receipts to be collected in the Kidd Rapinet client account.**
- **MO to contact Mark Lewis to obtain a list of businesses based in SW19.**
- **MO to talk to Julian Shakespeare about finding auction items and raffle prizes.**

12. Memorabilia (DB)

Jacki Harvie had been in contact with DB to promise that she would return the DT memorabilia that she had on Saturday 14th, providing she was given a car park space. Lou Carton-Kelly had also insisted that she would try to return the items that she held on Saturday.

BG announced the creation of a sub-committee, consisting of BG, DB and MP, which would decide which items would be archived, which would be used as auction items and raffle prizes and which would be sold on eBay.

DB had written to 160 English and Scottish professional clubs asking them to donate more items to the DT. The Celebrity Football match would also be a potential source of new items.

ACTION:

- **BG to source some plastic waterproof boxes in which to store the memorabilia.**

13. Travel packages (DB)

DB had written to ten European clubs requesting donations of tickets and memorabilia.

Next meeting

The next meeting of the DT Fundraising Working Group will be held on Monday 6th September at Kingsmeadow at 7.30pm.