

## **Minutes of the meeting of the Dons Trust Fundraising Working Group held at Kingsmeadow on 10<sup>th</sup> November 2005 at 7.30pm**

### **Present**

Faz Ahmad (FA) (Chair)  
Geraldine Messenbird (GM) (DT Board Member for Fundraising)  
Andrew Goodwin (AG) (Secretary)  
Stephen Cooles (SC)  
Angela Robbins (AR)  
Kevin Watson (KW)  
Alan Wright (AW)

### **Apologies**

Mike O'Shaughnessy (MO)  
Clinton Arthur (CA)

FA welcomed Kevin Watson to his first meeting. Kevin explained that he is also a member of the events group, and is willing to offer help generally.

### **1. Silent auction**

The Silent Auction will go ahead on 10<sup>th</sup> December in the Back Bar before the match against Hendon. AR agreed to take on the role of planning the timings and resource needs for the day itself, basing her plans on the preliminary ideas drawn up by SC and AG a couple of months ago.

The list of items is to be finalised by Tuesday 15<sup>th</sup> November. Andrew Worley has secured a number of items, Damien Woodward has supplied programme and matchball sponsorships on behalf of AFCW and AR has secured a package whereby a young fan can interview a player for the Wimbledon News, as well as some non-AFCW related items. In addition, GM had approached Trevor Williams to ask for the playing staff's assistance for the following packages:

- An hour for three children to learn skills with Rob Ursell
- An opportunity for an adult fan to train with the first team
- An opportunity for a fan to be in the dressing room with the players before the game and at half time

Other ideas suggested at the meeting were that a fan could shadow Dave Andersen for the day, and that REDS, the caterers, could be asked to supply an item, such as a Christmas hamper. GM agreed to pursue these ideas.

Once the list of items has been finalised we can concentrate on publicity. The Redbridge programme on 22<sup>nd</sup> November will contain a 'taster' item asking fans to watch out for an exciting announcement. The event will then be launched on the AFCW OS - the items will be listed with a two line

description and ideally a photo. The Leyton programme on 3<sup>rd</sup> December will then contain an advert for the event, and hopefully we will have access to the two DT pages to promote it as well. Another couple of updates will be made on the AFCW OS in the week leading up to the event, which might include late additions to the list of auction items. The event will also be advertised over the PA at the home matches between now and 10<sup>th</sup> December.

Members agreed that it would be a good idea to encourage participation from our faraway fans as well. It was decided that live web updates would be too difficult to administer, but it was agreed that a system of email bidding could be established. The only resources that this would require are a laptop, someone to manage the email bidding and an email address. Any winning bids via email would require the winning amount to be paid by cheque within a fixed time limit.

**ACTION:**

- **AG to forward planning document to AR.**
- **AR to plan timings and resource requirements.**
- **GM to contact Trevor Williams to confirm whether the playing staff are willing to help.**
- **GM to contact REDS caterers to ask them to donate an item.**
- **GM to talk to Marc Jones about setting up a page on the AFCW OS and an email address for the event.**
- **GM to talk to communications group about using the DT section of the Leyton programme to publicise the event.**
- **FA to work with David Taylor on programme advert.**
- **FA to design the bidding sheet and to forward it to SC.**
- **SC to write the web copy and to work with David Bugg to get it put up on the AFCW OS.**
- **SC to complete 'high, medium, low' projections for the 'Business Case' document.**
- **SC to print off A5 flyers based on David Taylor's programme advert.**

## **2. Recycling & currency**

AW has received a cheque for £710.03 for the foreign currency he had picked up in July, making a total of £1,500 since foreign currency collection started. AW recently collected another large batch which he needs to count. CA had reported, via the FRWG email list, that a batch of 53 mobile phones had been dispatched, and that these should generate around £500.

FA has received a breakdown of the FRWG's fundraising performance up to the end of September. However, sums under £2,000 were not broken down, so it was unclear how much each recycling activity had generated. It was agreed that the Treasurer would be asked to split out these

amounts, and that he would be asked to provide receipts for cheques that the group submits, as this would both make it easier to reconcile his returns with our own records, and enable us to publicise how much each activity has generated.

Though the near-term focus is on the silent auction, once this is out of the way the group will make another push on recycling. The campaign must be co-ordinated, with advertising on the AFCW OS and in the programme. In particular either side of Christmas the focus will be on mobile phones – with it being stressed that chargers and manuals generate cash as well as the actual phones – and also on foreign currency.

AR had given out loose change boxes and leaflets at the Fisher Athletic match on 22<sup>nd</sup> October; some new leaflets are now needed. The recent appeal for volunteers had resulted in David Taylor coming forward. David is a designer and it was agreed that he would be asked to design some new posters and leaflets for recycling. In addition, the layout of the DT table in the Back Bar will now be replicated on the table near to the Club Shop.

It was suggested that a bucket collection in aid of the Stadium Fund could be tied in with the promotion of the loose change boxes. Members agreed this was a good idea, and that it would take place at the Boxing Day match against Walton & Hersham. Collectors will stand with buckets just inside the exits at the end of the match.

**ACTION:**

- **FA to ask John Owen to fully split out fundraising totals.**
- **GM to ask John Owen to introduce a system of receipts for cheques handed in.**
- **FA to work with David Taylor on posters and leaflets for recycling.**

**3. Sporting dinner with Dave Bassett**

MO was unable to attend, so discussion was deferred until the next meeting. However MO had asked that the group be reminded of his request for good photographs and memorabilia from the Dave Bassett and Dickie Guy era (1975-1987). MO is looking for the items themselves to be delivered to him, so that he can get them signed and framed.

**4. Any other business**

**Other events**

FA reported that he has asked Niall Couper to think about some new events. Support has grown for the corporate football and fans v players

matches, though it appears that the Kingsmeadow pitch is only likely to be available for the first two weeks in May.

### **Utility Warehouse Discount Club**

LL has the 'Business Case' template and is working on his proposal.

### **5. Next meeting**

The next meeting will take place in the Presidents Lounge at Kingsmeadow at 7.30pm on Tuesday 29<sup>th</sup> November.