

Minutes of the meeting of the Dons Trust Fundraising Working Group held at Kingsmeadow on 12th March 2005 at 12.00pm

Present

Faz Ahmad (FA) (Chair)
Andrew Goodwin (AG) (Secretary)
Stephen Cooles (SC)
Mark Davis (MD)
Laurence Lowne (LL)
Geraldine Messenbird (GM)
Ian Pollock (IP)
Angela Robbins (AR)
Anna Slade (AS)

The meeting was primarily to discuss arrangements for the Walk for Wimbledon II. These fell into a number of different categories:

The Walk

Ten marshals and three first-aiders had already been recruited. It was crucial that that pacing of the walk was right to keep the walkers together. Richmond Park would not allow signs to be put up, but they could be put up in Wimbledon Park.

The original plan was for the stewards to use mobile phones to keep in contact, but it was suggested that radios might work better as messages could be broadcast to all stewards at the same time. It was agreed that the club be asked whether some radios and earpieces could be borrowed for both the Walk and ideally for any trial run in the week before.

The stewards would need to wear bibs. The club bibs could be borrowed though the team would need them back by 2.00pm. The preferred option was to do a deal with Merton Council – LL was looking into this – alternatively SC had access to some from his workplace.

There was a need to focus on the community aspect. To this end it was agreed that volunteers would hand out leaflets about the club as they walked. It was hoped that the DT communications team would take ownership of this aspect of the walk as it would be a great way to reach out to the community of Wimbledon.

It was agreed that a strategy group be created – consisting of MD, AR, AS and LL – which would list the tasks that needed to be fulfilled on the day, and would then assign these tasks to members of the FRWG.

ACTION:

- **AG to ask the stewards if it would be possible to borrow some radios and megaphones for the Walk.**
- **LL and SC to liaise with regards to the stewards bibs.**
- **MD to approach the DT communications team to ask them to take ownership of the leaflet distribution.**
- **MD, AR, AS and LL to meet, agree list of tasks and then assign tasks to members of the FRWG.**

Celebrity participation

Matt Everard had agreed to do part of the walk. Neither AR nor MD had heard anything from Mick Pugh about whether he had managed to convince any ex-players to take part, but FA reported that he had been told that Roger Joseph might take part. It was also suggested that Trigger might be approached to participate.

As had been done in the Bikeathon, the intention was to ask the fans to sponsor the celebrity participants. MD and Brian Goodwin planned to approach fans at forthcoming matches to ask them to sponsor the celebrities.

Members agreed that if some directors did the walk this would create a positive message. It was hoped that at least one director would be available to give a speech thanking the walkers at Plough Lane and Wimbledon Common, while another would be required to walk with the Deputy Mayor.

It was hoped that another celebrity – possibly Dickie Guy – could be on hand to welcome walkers to Kingsmeadow.

ACTION:

- **MD to obtain Trigger's phone number from FA or Ivor Heller and to ask him whether he is willing to participate.**
- **MD and Brian Goodwin to obtain sponsorship for the celebrities at forthcoming games.**

Entertainment

AR had contacted a band who were keen to play and would only require travel expenses. The club had said that they would not be able to play outside but it was hoped that they could play inside between 1.00pm-2.30pm.

A football quiz was also proposed for when people arrived at Kingsmeadow. Fans would pay £1 to the ground fund in order to participate.

ACTION:

- AR to approach AFCW for permission for the band to play at the game.

Prizes

Members agreed that a number of prizes should be given out. A prize would be given to the walker wearing the best fancy dress. Others would go to the walker, and junior walker, who had raised – and handed in – the most sponsorship by the final home game of the season. These prizes would be handed out on the pitch at the final home game. However it would be made clear to walkers that money should not be handed in on the day of the walk.

Mags Hutchinson had arranged for a football to be signed by the first team squad. Other prizes could come from the DT memorabilia.

Press coverage

There had been an article in the Surrey Comet series of newspapers and this had already yielded one enquiry.

Coverage of the day itself was also planned. The photographer would be asked to get to Wimbledon Common by 11am.

Marketing

There had been 60 entrants to date. An email had been sent out to the DT email database, MD had been interviewed over the PA on two matchdays and there had been pieces in the programme and the website.

If Dickie Guy agreed to help it was hoped that he could be interviewed over the PA at the Horsham game.

Holidays

MD would be away over the Easter weekend but would be contactable by email. FA might also be away at this time.

Any other business

WISA fundraising event:

GM had been approached by Nicole Hammond on behalf of WISA. WISA were looking to put on a fundraising event, possibly to raise money for a roof for the Athletics End. WISA were planning to approach the group with a specific idea in the near future.

David Conn event:

This event would hopefully go ahead on Saturday 19th March before the Horsham game. Arrangements would be the same as they had been when the event was originally due to take place

Mega Draw:

AS thanked members for their comments on the Mega Draw. The recommendation to the DTB was that it should not proceed with the draw. The DTB was due to discuss the matter at their meeting on Monday 14th March.