

Minutes of the meeting of the Dons Trust Fundraising Working Group held at Kingsmeadow on 15th August 2005 at 7.30pm

Present

Faz Ahmad (FA) (Chair)
Andrew Goodwin (AG) (Secretary)
Clinton Arthur (CA)
Stephen Cooles (SC)
Anna Slade (AS)

Apologies

Mark Davis (MD)
Paul Jeater (PJ)
Sandra Lowne (SL)
Geraldine Messenbird (GM)
Ian Pollock (IP)

1. Recycling & currency

CA reported that he had just received two cheques totalling £73.35 for the last bits of recycling from the previous season.

In total foreign currency had raised about £800 last season, mobile phones in excess of £200, cartridges roughly £1,000, and loose change £1,000 (though loose change collection was only introduced towards the end of the season and was running at a rate in excess of £200 per Saturday home match).

Members agreed that while recycling efforts had taken a back seat for much of last season, there was a need to make a big push for the coming season. As such, members agreed a target of £10,000 for recycling for the 2005/06 season, broken down as follows:

Currency	£2,000
Mobile phones	£1,000
Cartridges	£2,000
Loose change	£5,000

Marketing of recycling activities

It was agreed that the group would focus on particular areas at different times of the season. Foreign currency will be the focus in September and January (post-holidays), with January also seeing the group concentrate on mobile phones (post-Christmas). Cartridges and loose change will be marketed on an 'as-and-when' basis.

SC reported that the FRWG now has a guaranteed one-page advert in each Saturday matchday programme. The DT also has a page of editorial

that could sometimes be used to promote FRWG activities. The DT comms group had also asked that the FRWG produce a series of stock adverts which could be dropped into programmes for midweek and cup matches when the club are short of copy.

The FRWG also has a page on the AFC Wimbledon website, which can be used to promote FRWG activities, as well as publicising meetings and publishing reports on FRWG meetings.

SC and David Bugg are working on a plan of which FRWG events to promote at which matches, both in the programme and on the website.

ACTION:

- SC and David Bugg to produce FRWG marketing plan.

Recycling collection points

Previously the group had agreed that, in addition to the DT table in the back bar, a recycling collection point would be set up by the portakabin, just inside the Kingston Road turnstiles. However the club has since purchased some crash barriers which are being kept in this location for the time being, so a new collection point is needed.

Members agreed that while the weather was good, the grass outside the Kingston Road turnstiles (where the gazebo was set up at the start of last season) will be used. If the weather is poor then the second collection point will be set up in the main bar.

The group agreed to ask Peter Macqueen to produce some new collection boxes along the lines of those that he had produced previously – three each for foreign currency, mobile phones and loose change. The cartridges will be piled up in order to create a visual display to remind fans that we collect them.

The intention is to start running these two collection points at the first home match on Saturday 20th August against Folkestone Invicta. Therefore a number of volunteers will be needed between 1.00pm-2.30pm, and an article will need to appear on the AFCW website advertising the collections.

ACTION:

- AG to send email to the FRWG email list asking for volunteers to run the collection points on Saturday.

- AG to email Peter Macqueen to ask him to make some new collection boxes and signage.

- FA to write some copy for the website and to email to David Bugg for submission to the website.

2. Sponsor a seat (FA)

For the new season, prices have been reduced to £50 for a guaranteed two years, or £30 for Junior Dons. FA reported that there was a small administration backlog from last season.

Members agreed that the group needed to make a big push on this scheme. An idea that gained support was that letters and forms could be left on unsponsored seats before home matches, as they had been last season, though this time the letters would not be personalised.

The application form was in need of revision to take account of the new prices, and FA agreed to take some new photos for promotional purposes, as the players used in existing material had now left the club. The Junior Dons angle was a new one that would require publicity.

ACTION:

- **FA to revise the application form, and to send a pdf version to SC and David Bugg for the website.**
- **FA to take some photos of seat plaques for promotional material.**

3. Dons Draw

The Dons Draw is continuing to raise significant funds. Members noted that they were impressed with the new entry forms, and pledged to help promote the Dons Draw wherever possible.

ACTION:

- **AS to talk to John Owen about ideas for promoting the Dons Draw.**

4. New projects

The FRWG has a fundraising target of £100,000 for the 2005/06 financial year. It was felt that £50,000 could be raised from ongoing events (Dons Draw, Golden Goals, recycling) so a further £50,000 would need to be raised from new events. The plan was to identify five events (like the Walk for Wimbledon II, Weird & Wonderful Rematch and Evening with Ossie) which could raise £10,000 each.

The group was presented with a number of ideas:

Evening with.....

A number of different speakers had been suggested:

- Fashanu & Wise (Fashanu was now on board having produced a statement saying that he supported the AFCW cause. Wise had indicated he was happy to participate subject to other commitments).
- Harry Bassett and a couple of other Crazy Gang members.

- Members of the 1974 FA Cup run.
- Members of the 1988 FA Cup winning team – possibly Gibson, Beasant and Sanchez.
- World Cup theme possibly including Robbie Earle (to take place next May).
- Ashes theme (to take place early October).

Members debated which speakers might bring in the crowds. It was agreed that an Ashes themed night could be a good idea, but it would have to take place – or at least the tickets must go on sale – soon after the present Ashes series has finished.

Concerns were raised over whether the group could sell enough tickets for any of these speakers – members were aware how difficult it had been to sell such tickets through the fanbase for the previous event, and it had been noted that the guests who had purchased tickets through AFCW had not, in general, bid for auction items.

It was agreed that FA would talk to Mike O’Shaughnessy to gauge his opinion on what type of event might work.

Comedy night

We have contacts with Tim Vine who would be willing to take part in a comedy night.

Members felt that it would be difficult to raise sufficient funds from a comedy night alone. It was suggested that Tim Vine could be asked to appear as the comedian at another ‘Evening With’ night.

Jazz night

Burns night event

It was suggested that the Events Group may be better placed to put on both a Jazz Night and a Burns Night celebration.

Memorabilia (silent) auction

It had been suggested that a memorabilia auction could be held before a match with a prominent celebrity taking on the role of auctioneer. This would enable the group to raise money from the large amount of memorabilia that it holds.

Members were of the opinion that an auction would raise more money after a match, when the alcohol had started to flow. The idea of a silent auction was suggested – each item would be laid out (or a photo of it if it were expensive or easily stolen) with a piece of paper next to it. On the piece of paper people would write their bids with the highest bid at the close of the auction being the winner.

Members agreed that this would be a good idea, so it was proposed that two silent auctions be held – one in December, which would attract fans buying Christmas presents, and another in March. The auction would take place between 5.00pm-7.00pm after a home match, with winning bidders able to pay and collect their items between 7.00pm-8.00pm.

Corporate 11-a-side tournament

A one day corporate 11-a-side tournament could be held at Kingsmeadow next summer, with each team paying £500 to enter and being guaranteed at least two matches each.

Consensus view of the meeting

Those at the meeting provisionally agreed that the following events would be held:

- Two silent auctions – one in December and the other in March. SC agreed to project manage these events.
- Corporate 11-a-side tournament at Kingsmeadow in May.
- Ashes-themed evening in late October.
- Another sporting dinner (theme to be decided).

ACTION:

- **AG to check availability for the back bar of Kingsmeadow for the silent auctions on 3rd or 10th December and 18th March.**
- **AG to ask GM to talk to Kris Stewart about the availability of Kingsmeadow for the corporate 5-a-side tournament in May, and the Back Bar for the Ashes event on 21st or 28th October.**
- **FA to ask Mike O'Shaughnessy for his opinion about guest speakers.**