

Minutes of the meeting of the Dons Trust Fundraising Working Group held at Kingsmeadow on 15th January 2005 at 12.00pm

Present

Faz Ahmad (FA) (Chair)
Andrew Goodwin (AG) (Secretary)
Clinton Arthur (CA)
Stephen Cooles (SC)
Niall Couper (NC)
Mark Davis (MD)
Paul Jeater (PJ)
Peter Macqueen (PM)
John Owen (JO)
Ian Pollock (IP)
Angela Robbins (AR)
Anna Slade (AS)
Alan Wright (AW)

1. Finances update (MD)

MD circulated a financial summary which showed that £59k had been raised since January 2004. A number of items were outstanding – Dons Draw (Nov - £2.1k, Dec - £2.4k, Jan - £2.65k), Evening with Ossie (£9k), Sponsor a Seat (Nov - £1.1k). This suggested that more than £50k had been raised since the beginning of the financial year, which compared with £49k for the whole of the previous financial year.

FA reported that the fundraising target had been revised down to £150k from £250k. It was felt that £100k would be achieved comfortably and that £150k would be a challenge. FA reminded members of the need to pass all financial information to MD – it had been evident that this had not been the case thus far.

ACTION:

- **MD to change the spreadsheet so that it runs from July – June (DT financial year), and to add a column for prior year figures.**
- **FA to email MD a copy of a spreadsheet containing prior year figures.**

2. Dons Draw (JO)

JO circulated a Dons Draw Profit & Loss, including projections for the whole of 2005. He reported that revenue for the January draw was £3.7k, yielding a profit of more than £2.6k. Three of the four prize winners had not won before, and one of these was a first-time entrant. There were 25 new members. Only 2 or 3 members had dropped out since the beginning.

To date selling had been passive and it was felt that more pro-active marketing would increase participation – to this end JO had 800 leaflets to hand out at the match that afternoon.

The prize fund was now being increased – in value terms - as participation increased. In percentage terms it had been 47% of revenue for the first draw and by January it had fallen to 27%. JO stated that he felt the prize fund should not fall beneath 21%. For the January draw JO was donating use of his Presidents Lounge season ticket for one match as a fourth prize. Members agreed that memorabilia could be used as fourth prizes for future draws.

ACTION:

- **SC to look into marketing the DD with the Dons Trust and AFCW Season Ticket renewals.**
- **FA, IP and JO to organize for marketing email to be sent out to DT members.**

3. Sponsor A Seat (FA)

This had not been pushed recently – MD had put together the promotional material before Christmas but AFCW had failed to put it on the website. FA proposed reducing the cost to £50 for Junior Dons members – this was agreed by the group. It was also suggested that Sponsor a Seat could be used to provide incentives for DT membership.

ACTION:

- **MD to send some text to JO and IP to go on the DD marketing email.**
- **JO and NC to take up the issue of getting promotional material put up on the AFCW website at DT board level.**

4. Walk for Wimbledon II (MD, AR)

Kris Stewart had approved the proposed date of 9th April. The group agreed to include the date under 'forthcoming events' on the DD email, with details to follow nearer the time. AR reported that she had permission from a number of authorities, and expected to receive permission from the rest soon.

MD circulated the business case for WFWII and explained the budget. The budget contained three different scenarios – even on the worst case scenario the event should not make a loss. Members agreed that the expenses should be reduced below £1k by doing the printing and posters within the group. It was also agreed that adults should only be allowed to take part if they had raised at least £10 in sponsorship (which would be paid up front as an entrance fee).

The question of whether to involve a charity remained unresolved. It had been proposed that sponsors would be able to nominate a proportion of their sponsorship to go to charity. Another idea was that a fixed proportion of the profits would be split between up to four charities, some of which might be nominated by the Mayor of Merton.

Members agreed that the event provided a good opportunity to raise awareness in Wimbledon. The intention was to make a fanfare at the start on Wimbledon Common, with a steel band being one idea under consideration.

ACTION:

- **MD to email the business case to the fundraising group.**
- **FA to forward business case to DT board.**
- **FA & MD to arrange a separate meeting to discuss the WFWII in February.**
- **MD to ask the Mayor of Merton to participate in the walk.**
- **JO to ask Ivor Heller about obtaining corporate sponsorship for the event.**
- **SC to think of ways of marketing the event to maximise participation.**

5. Recycling (CA, AW)

FA announced that PJ had agreed to co-ordinate matchday operations. Collecting cans had proved difficult because of their bulk. However phones, currency and cartridges were much easier to manage so the focus would be on collecting these items.

There was a need to identify regular collection points; the bins had not worked. PM unveiled some new containers in which to collect the cartridges and phones. He also introduced the idea of handing out small cardboard containers which fans could use to collect small change. The containers could be given out with programmes and then collected, emptied and returned to the fans at the DT table.

ACTION:

- **PM to contact local travel agents to ask whether they would allow us to leave boxes in their shops to collect unwanted foreign coins.**

6. David Conn book signing (FA, NC)

David Conn's latest book had a chapter on AFCW, and he was visiting Kingsmeadow on 26th February for the game against Corinthian Casuals. The plan was for Conn to talk about his book and then sign copies, with £4 of each £10 book price going to the ground fund.

ACTION:

- **NC to publicise at next home match (including asking Chris Philips to announce it on the PA).**
- **NC to obtain a photo of David Conn for a promotional poster.**

7. Sponsor a diet

FA introduced an idea which had been sent to him by Xavier Wiggins. 50-100 people would attempt to lose a stone and be sponsored for £1 per 1lb lost. FA asked for volunteers to manage the scheme.

ACTION:

- **Anyone interested in managing the scheme to contact FA.**

8. Sporting dinner

There was a lot of interest in putting on an AFCW-related dinner as well as other non-club-related ones. FA asked that anyone with access to a speaker get in touch with him so that a list of potential speakers could be compiled.

ACTION:

- **Anyone with access to a relevant speaker to contact FA.**

9. Memorabilia

ACTION:

- **AG to ask DB for an update on the memorabilia committee.**

10. Any other business

Supporters Direct meeting:

NC reported that Supporters Direct was holding a meeting to discuss fundraising on Thursday 20th January at 7.00pm. Gordon Brown would be in attendance. The DT was already sending a delegate, but anyone interested in attending were asked to contact NC for more details.

ACTION:

- **Anyone interested in attending the Supporters Direct meeting to contact NC.**

Mega Draw market research:

AS said that the group would be conducting some market research to determine the viability of doing a Mega Draw. AS asked for volunteers to conduct the surveys at the next few home matches.