

Minutes of the meeting of the Dons Trust Fundraising Working Group held at Kingsmeadow on 19th July 2004 at 7.30pm

Present

Brian Goodwin (BG) (Chair)
Faz Ahmad (FA)
Clinton Arthur (CA)
Debbie Buck (DB)
Mark Davis (MD)
Hugh Gibson (HG)
Andrew Goodwin (AG)
Luke Mackenzie (LM)
Angela Robbins (AR)
Julian Shakespeare (JS)
Anna Slade (AS)
Alan Wright (AW)

Apologies

Niall Couper (NC)
Vikki McKeegan (VM)
Ian Pollock (IP)
Barrie Scott (BS)

1. Marketing of FRWG activities (BG)

BG explained the need to co-ordinate the marketing activity of the Fundraising Working Group. To this end a marketing matrix had been produced. BG was planning to meet with the DT communications group, before the Barnet game to ask for their help and advice.

Members felt there was a need to get the dates of the events into the public domain. There would be no programmes until 14th August but the dates should be publicised on the DT website.

AFCW had already agreed that the FRWG could put leaflets in with the season ticket books, which were due to be sent out in the first week of August.

ACTION:

- BG to circulate the 'DT FRWG Marketing Matrix' to the FRWG.**
- BG to ask Heather Jackson about whether she would be willing to let her programme sellers hand out leaflets while they were selling programmes.**

- BG to ensure that the dates of the events are put up on the DT website.

2. Walk for Wimbledon II (MD, AR)

The Walk for Wimbledon has been scheduled for Saturday 9th October before the FA Trophy game against Met Police. Both AFCW and the relevant authorities had approved this date. The walk would go from Plough Lane to Kingsmeadow via Wimbledon Common and Richmond Park. There would be two starting points – Plough Lane (7 miles) and Wimbledon Common (5 miles).

Members felt that linking up with a few charities, nominated by the DT, could boost participation and raise more money. Feedback from the Bikeathon had suggested that not everyone saw the Stadium Fund as a worthy cause. Participants would offer sponsors the chance to nominate that a percentage of their pledge, up to 25%, would be given to the nominated charities, though participants would be asked to do this as a last resort. This would hopefully also convince the charities to encourage their supporters to participate. The sponsorship form could also contain a gift aid box to maximise the amounts that the charities could make. It was agreed that St Johns Ambulance would be a good charity to approach, particularly given their problems with Franchise.

It was estimated that 17 marshals would be needed to take on jobs as controllers, registers and first aiders. The AFCW volunteers list would be contacted for help nearer the event.

It was hoped that some 'celebrities' could be persuaded to take part. Martin Clunes was thought to live next to the Fox & Grapes so he could be asked. Alun Armstrong could be another possibility. Dominic Holland would not be approached however, as he thought he had done enough for now.

Corporate sponsorship had not yet been found, so it was agreed that a mass email would be sent out firms in the Dons Directory.

ACTION:

- MD to pass the indemnity insurance forms to Roger Cassells.**
- MD to look for suitable local charities (including the Kingston and Merton mayors' registered charities).**
- MD and JS to discuss whether Met Police could be involved.**
- LM to approach matchday first-aiders to see if they would be willing to act as first aiders for the walk.**

- **AR/MD to contact Mick Pugh to discuss the possibility of 'celebrity' participants.**
- **MD to talk to JS about using the Dons Directory to find corporate sponsorship.**
- **JS to stand in for AR and MD while they are on holiday.**

3. Dons Draw (BG, John Owen)

BG was now the promoter with John Owen appointed as the Treasurer/Secretary.

The Draw would be launched on Saturday 24th July with leaflets being handed out. Up to 20 volunteers would be needed. Fans would then be signed up to take part in the draw at every home match from 7th August (Bognor Regis Town) until 5th September, by which it was hoped that 1000 fans would have been signed up. It would be preferred, however, if players signed up on the Internet as it involved less administration. The first draw would be on 25th September (home to Hastings United).

Tickets would be £2 each. Payment would be by Direct Debit only – no cash. Initially prizes would be guaranteed to be at least £500, £300 and £100 (or 6%, 3%, 1%, if 10% of total sales exceeded £900). Direct Debits would be taken on the 1st of each month, with the draw taking place at the first home match after the 15th of each month.

The database was the only problem, though it had been promised by Wednesday 21st July.

ACTION:

- **LM to design intermediary webpage for the DD.**

4. Bikeathon (MD)

£3200 had already been collected with the final figure expected to be £3500-£4000. Mrs Dobinson had not yet received all of the cash for the pledges that she had taken, but was confident of being able to collect it all now that the matches had started again. The total, and a request for all outstanding monies, would be made in the first programme of the season.

ACTION:

- **BG to ensure that the bikeathon is mentioned in the first programme of the new season.**

5. Foreign Currency Collection (AW)

A large bag of currency had been found in the AFCW office and was passed on to AW. From Saturday 24th July, foreign currency would be collected at the Dons Trust gazebo, and leaflets would be handed out, publicising the collections, at the home pre-season matches. AW was due to go on holiday shortly, so the next batch of currency would be sent when he returned.

6. Recycling (Clinton Arthur, Hugh Gibson)

CA had passed two more cheques to BG (£89 and £37), and many more cartridges and cans had been handed in over the summer.

ACTION:

- CA and HG to further discuss how the recycling scheme could be expanded.

7. Sponsor a seat (FA)

FA passed round a seat back complete with a plaque that had been successfully attached. FA still required the PANTONE colours used by AFCW for the final designs. Each seat would cost £100 for 3 years, while the cost to us of each plaque would be £5.50-£6.00. Season ticket holders would have until the end of September to claim their seats, after which they would go on general sale – any seat not allocated to a season ticket holder would be available from the launch on Saturday 14th August.

The final answer on the legal situation had still not been received – this was needed ASAP as it would impact on all of the marketing. There was the possibility that the money given would have to be labelled as a 'donation' rather than a 'sponsorship' for tax reasons.

It was felt that if the plaques bought by the early buyers were put on the seats quickly it would help to encourage others to purchase. Personalizing the envelopes that would be attached to the seats, by mail merging from the AFCW season ticket database, could also help sales. The target would be to sell at least 50% of season ticket seats by the end of September. The first two rows, which were largely free of season ticket holders, would be ideal for commercial purchasers.

ACTION:

- LM to ask Kris Stewart for the PANTONE colours used by AFCW.

- **FA to ask Mike O'Shaughnessy (MO) whether his firm could draw up a simple agreement between the DT and AFCW for the right to sell seat sponsorship.**
- **FA to look into the logistics of personalizing the envelopes.**

8. Mega Draw (AS, JS)

The draw would be pitched at a level where it came under Local Council rules (the DT had already applied for the £35 licence for the DD) which meant that the total sales could not exceed £20000. Tickets would have to be sold for £2 each as £5 tickets would be illegal. If ticket sales were going well then a decision would have to be made as to whether an application would be made to the Gaming Board for a licence to run a larger draw. This licence would cost £4600.

Every DT member would be given 20 tickets to sell (in 2 books of 10) along with a letter from Tom Adam, chairman of the DT, explaining the purpose of the Draw. There was the possibility that a return envelope would also be included. The need for a tighter budget meant that the prize brochure could no longer be produced. However members agreed that an A4 sheet would enhance the package.

As a result of the £20000 ceiling on sales, costings would have to be tight and prizes would have to be less expensive than previously planned. It was agreed that the first prize would be a holiday, provided it could be procured relatively cheaply, with £5000 in cash the second prize – this would make the holiday look expensive. JS had already been promised a donation of a Plasma TV worth £2500.

AS would undertake the administration of ticket returns and money. It was agreed that the tickets would not encourage fans to return unsold tickets as this would provide them with an easy way out.

ACTION:

- **AS to investigate how much it would cost to include postage paid envelopes in which fans would return counterfoils and cheques.**
- **AS to email FRWG members to get feedback on ideas for the draw.**
- **JS to approach the holiday companies in the Dons Directory to see if they would be willing to donate a holiday in return for draw sponsorship.**

9. Memorabilia (DB)

DB had chased Lou Carton-Kelly on a number of occasions but had still not received any of the memorabilia belonging to the DT. Jacki Harvie had some of the items – she would deal with Lou on this. There was no indication that either person had a list of what memorabilia they actually had. However DB had received an email from LCK that day promising that the situation would be sorted out ASAP.

DB was also planning to write to clubs who had donated items previously to ask if they would donate other items.

ACTION:

- **BG to ask Tom Adam to phone Lou Carton-Kelly to ask her to return memorabilia belonging to the DT.**
- **DB to write to clubs asking for new donations of memorabilia.**

10. Travel packages (DB)

DB had drafted letters to Milan, Juventus, Real Madrid, Barcelona, Bayern Munich and Boca Juniors to ask them to donate tickets to their matches for use in travel packages. DB planned to have them translated into the various clubs' own languages before they were sent.

ACTION:

- **DB to have letters translated into national languages. [AG has access to Italian and Spanish speakers]**

11. Real Ale Festival (BS)

BG reported that it looked like a CAMRA festival may take place in the second half of June 2005. This would involve the whole of Kingsmeadow for 6 days, with the ground either being rented to them or a bar share agreement being struck. The only complication would be glasses which the club would not want to be taken outside of the bars.

12. Celebrity Football Match (NC, BG, AG, LM, AS, Mick Pugh)

BG, NC and MP had met a couple of weeks before and agreed a string of activities and action points. BG was due to meet the AFCW directors individually over the next couple of days to ask for their

assistance in running the match as a 'normal matchday'. Tickets would be £10 plus stand transfer with the two matches kicking off at 2.15pm and 4.00pm.

AS, MP and NC had been contacting ex-players. 10 of the players from the 1960's had agreed to come while Dickie Guy was talking to the 1970's team. Five of the 1980's players had already agreed to play, including Andy Thorn and John Scales. It was hoped that most of the Cup Final team would attend, although John Fashanu and Vinnie Jones would not be invited as other players had made it clear that they would not attend if Jones or Fashanu was there.

BG had met Paul Bentley at the AFCW corporate night who had put him in touch with Mark Lomax, the business partner of John Wark, who runs the Liverpool veterans team. In addition MP had spoken to Alan Hansen's secretary. More celebrities were needed – members suggested that people such as Tom Watt, Danny Baker, Chris Evans and Greg Rusedski could be approached.

There was a need to ensure that the ex-players and celebrities were well looked after, and to this end they would have access to free food and a free bar and would be able to bring partners along.

ACTION:

- **AS to contact MP about ex-players.**
- **BG to talk to the AFCW directors about the logistics of the day.**

13. Sporting Dinners (MO)

The dinner would take place at Kingsmeadow on 22nd October at Kingsmeadow. Capacity would be 160 with diners paying £40 per head. Contracts had been signed with Mike Pugh, a comic, and Peter Osgood, who had promised to bring along some Chelsea memorabilia. Kidd Rapinet had agreed to sponsor the dinner to the tune of £1750. There was a need to secure some non-AFCW memorabilia for the auction.

MO had already taken 6 tables, leaving around 112 seats unsold. It was agreed that members of the Dons Directory would be pitched for a table – JS agreed to email them once details for the event had been finalised.

ACTION:

- **BG to put DB in contact with MO,**
- **DB to assist MO in organising the event.**

- JS to email Dons Directory members when the event has been finalised.

14. Mobile phones Quiz (FA, NC)

marvellousideas.com had assigned a project manager and FA was due to meet with them again on Wednesday 21st July. A £350 per month deal had been negotiated for eight access codes (one for each club). The plan was to launch the quiz in August. FA expected to receive a copy of the draft contract from *marvellousideas.com* shortly. The biggest concern for the DTB would be the maximum tie-in period – FA was aiming for 3 months.

There would be a £1 entry fee, with the aim to generate £4000-£5000 per month. There would also be the potential for corporate sponsorship once the quiz got going. Interest was being drummed up through contact with supporters clubs and ISAs. 'Unusual' prizes were needed as a hook. Ten questions per club were needed for each week – there were sufficient questions for each club already.

ACTION:

- FA to obtain draft contract from *marvellousideas.com*.

Next meeting

The next meeting of the DT Fundraising Working Group will be held on Tuesday 10th August at Kingsmeadow at 7.30pm.