

DT Fundraising WG Meeting Minutes

Location: PL, Kingsmeadow
Date: Tuesday 19th September 2006
Time: 19:45 – 22:00

Attendees: Fazal Ahmad (Head of Fundraising), Angela Robbins, Kevin Watson, Jill Stratton, Neil Messenbird, Clinton Arthur, David Honour

Apologies: Stephen Cooles, Alan Wright, Paul Jeater, Ian Pollock, Sandra Lowne, Mike O'Shaunnessy

Finance Update and Targets for 2006-07

- FA still awaiting a full update on figures but provided an overview of targets for the coming year as follows:

Event	Suggested Date	Provisional Target
Silent Auction 1	18/11/06 (v Tonbridge)	£2,000
Sporting Dinner	Jan/ Feb 07 Friday Night	£10,000
Silent Auction 2	3/3/07 (v Margate)	£2,000
Walk for Wimbledon III	31/3/07 (v Slough)	£10,000

- For our regular activities, the following targets are suggested:

Activity	Provisional Target
Dons Draw	£45,000 – 50,000
Loose Change Collection	£2,000
Recycling (Currency, Mobiles, Printer Cartridges)	£2,000
Old Programmes Sale	£500
Golden Goals	£15,000
Raffles	£1,000

- This amounts to £90k overall but it was agreed that we should aim to raise £100,000 if possible.

Other Ideas

- Bucket collections for loose change to take place at 3 key matches spread over the season

Date	Opponents
28/10/2006	Chelmsford
30/12/2006	Walton & Horsham
21/04/2006	Heybridge Swifts

- Publicity and thank you notices to be scheduled into programme articles throughout the season.

Marketing / Comms Plan

- Stephen Cooles is working on a comms plan for all channels including: programme, website and PA
- All members of the team should think about content for inclusion to the comms plan. These can then be incorporated.
- Campaigns need to be scheduled for any events and included in the comms plan
- Extra pages are available in programmes for advertising

Action 0701: S Cooles to help draw up a comms plan for forthcoming year.

Action 0703: S Cooles to circulate comms plan for review by team

Action 0702: All group members to pass content for inclusion to S Cooles.

Silent Auction

- The first silent auction is scheduled to take place on Sat 18th November (home game against Tonbridge Angels)
- Jill Stratton agreed to project manage the event and will present the project plan at the next meeting
- It was agreed that we need approx 15 / 20 items to auction on the day. These should be a mixture of items across price ranges.
- Angela suggested caricature / cartoon sketches by celebrities and has agreed to write to various celebrities to request these with help from Kevin.
- A list of contacts from last year is in existence. Angela to forward to Dave along with the template letter from last year.

Action 0704: Jill Stratton to draw up a project plan for next meeting

Action 0705: Angela and Kevin to contact celebrities regarding caricatures

Action 0706: Angela to circulate the list of donors and letter from last event

Action 0707: Jill to collate list of items held by group

Sporting Dinner

- A suggestion of a sporting dinner with Lawrie Sanchez has been suggested. Lawrie was approached last year and has agreed in principal to the event.
- It was suggested perhaps also approaching Dave Beasant or Terry Gibson and asking them to also be involved.
- Jill Stratton to contact Ivor regarding agreeing a date and terms and conditions with Lawrie and report progress at the next meeting

Action 0708: JS to talk to Ivor.

Action 0709: JS to produce project plan for next meeting

Walk for Wimbledon 3

- Mark Davies has agreed in principal to become involved in organising and this event but we will need to do some prep work before he gets involved in the New Year.
- Route of the walk was discussed and a revised route is to be found for this year's event. Faz and Angela to meet and map a route. The suggestion was to start at Plough Lane, then go via Wimbledon Common, Raynes Park and then Kingsmeadow. This way, we stay in Merton and residential areas for most of the route to raise awareness.
- Haydon Womble was suggested to take part in the walk.
- Jill agreed to investigate whether a past player would be willing to be at the start and finish via WOPA.
- Angela agreed to contact the council and police to see what steps need to be taken to gain permission for the event in terms of health and safety

Action 0710: FA and Angela to map a route

Action 0711: Angels to contact councils and police regarding permissions

Action 0712: Jill to investigate which WOPA players are willing to be involved.

Dons Draw

- Neil Messenbird provided an update on the Dons Draw. Currently there are 581 entrants with a small number continuing to join each month. Revenue is around £4,300 per month after prizes.
- Flyers went out with season tickets and the changes to the web address and site are now making entering more user friendly. Via www.donsdraw.co.uk.
- FA stressed that Neil should let him know if he needs any additional help in advertising, space in the programme etc.

Recycling

- Clinton provided an update on recycling. Collections to date show that recycling is on track to meet its target for the season. Clinton is awaiting cheques back for cartridges, phones and foreign currency.
- FA updated the group about a hut that has been purchased and will be used at the front end of the ground, on Jack Goodchild Way, This will be used as a focal

point for collecting recycling cartridges, old phones and loose change. It will also hold forms for joining the DT.

- Kevin asked about possible awning to be erected by the area on Jack Goodchild Way. He knows of a local firm who may be able to assist with this. FA has asked Kevin to approach the company and then to contact Erik.
- Clinton has a number of old phones that may be able to raise more money through private sale. E-Bay is one possible option. Neil agreed to speak to Geraldine Messenbird on how this can be done.
- Clinton to send a list of phones, models etc to Neil and Geraldine. These should be listed and cleared before end November as value depreciates with time.

Action 0713: Kevin to approach awning firm and pass details on to Ivor.

Action 0714: Neil to speak to Geraldine about listing phones on E-Bay

Action 0715: Clinton to pass list of phones to Neil and Geraldine

AOB

- Dave passed on an idea about collecting gold and silver earrings which can be recycled. Further thought to be given on how best to approach the idea.
- Angela is pursuing the idea of a fashion show. The proposed theme is sportswear. Jill and Angela to craft a release for the OS asking for a volunteer with experience to help organise. Further investigation to take place and be reported at the next meeting.
- 5 a side tournament. Although this is still a long way off it a project team needs to be identified. Paul Jeater has volunteered to help. Jill to approach the AFC Wimbledon supporter's side to see if anyone of them can also assist.

Action 0716: Jill and Angela to send a request for help with fashion show to OS.

Action 0717: Jill to approach the AFC Wimbledon supporter's team to request expression of interest in helping the 5 a side football tournament.