

MINUTES

GOVERNOR'S TASK FORCE ON ENDOWMENTS AND PHILANTHROPY

Northwest Power Planning Council Conference Room
December 9, 2004

Present:

Sue Talbot, chair
Donna Davis
John Eastman
Judy Held
Amy Kelley
Tim McCauley

Galen McKibben
Peter Sullivan
Bob Vogel
Jay Vogelsang
Judy Wing
Ralph Yaeger

INTRODUCTIONS

Sue introduced Donna Davis to the group. Donna is the new Development Director for the Student Assistance Foundation. Sue asked if she would like to become an active Task Force member; Donna said that she would. Sue will send a letter to the Governor asking for her formal addition to the group.

PARKING

There was discussion about the difficulty in finding parking space for the meeting. **Galen will look into whether the Helena trolley goes past the Capitol, and if so, where people could park in order to catch a ride.**

APPROVAL OF NOVEMBER MINUTES

Sue asked if anyone would like to see changes made to the November minutes. Peter moved to accept the minutes as distributed; Judy Wing seconded the motion. The group unanimously approved the minutes by voice vote. *(NOTE: Sue later noticed that the minutes reported a \$2000 contribution from MCF toward Aidan's lobbying services, while the actual amount was \$2500. Amy will make that correction.)*

FINANCIAL REPORT

Ralph distributed the Task Force Statement of Activities from July 1 through November 30, 2004. It showed \$500 in contributions (including \$200 from the United Way of Lewis & Clark County) and \$0 in expenses for and ending fund balance of \$4,317.19. Ralph noted that the TF has an upcoming expense of \$2,500 for the second half of Aidan's lobbying fee (MCF already contributed the first half). He noted that it is a good time to ask for support with the Legislature about to convene.

There was discussion about fundraising assignments:

- **Sue will contact the University foundations; she shared the draft of a letter to the University Foundations for comment.**
- **Spence and Ralph had committed to approaching DA Davidson and the Fish, Wildlife & Parks Foundation, but have not yet done so. Ralph said they would send a letter before the year's end, and follow up by phone later.**
- **Ralph will get a lead on Wells Fargo.**
- **Sue will contact U.S. Bank.**
- **Jay said that Carroll College made a commitment to contribute.**

Ralph suggested adding to the list of reasons to give:

- Providing a list-serve for lobbying efforts during the session
- MCF challenge grant for half of the Task Force lobbying services
- Yellowstone Boys & Girls Ranch Foundation challenge grant to match incoming contributions.

Judy Wing reminded that nonprofit organizations with 501(c)(3) status could contribute to TF educational projects if they aren't allowed to fund lobbying efforts.

REPORT ON DOR MEETING

As recorded in the November minutes, Aidan met with Don Hoffman, Acting Director of the DOR, who agreed to provide the information the TF is requesting prior to the 2005 Legislature, at no cost to the Task Force. He stated that the Department was NOT auditing every taxpayer who claimed a tax credit for a charitable endowment gift, although they may be asking for substantiation from taxpayers about credits claimed, which is not particular to the endowment tax credit but may apply to any individual tax credit, particularly for electronic filers. **Amy will follow up with Aidan about writing a blurb** that the CPA Association, MT Taxpayers Association, Bar Association and others can run in their newsletters reminding people claiming the Endowment Tax Credit that they need to provide substantiation documentation, even if electronically filing.

Tim suggested that we ask the DOR to flag this for taxpayers, especially since they are encouraging electronic filing. Galen noted that Turbo Tax and other tax software programs get all of their information from the states – especially for the self-audit programs – and the DOR could make sure that is something highlighted in the program. **Sue will write a letter to the DOR thanking them for their offer to fund the tax credit research, and will mention the suggestion. She will run a draft of the letter by Aidan before mailing it.**

WEBSITE REDESIGN

Galen handed out a copy of a draft of a new EndowMontana homepage design. There were several suggestions made about the design, which Galen will incorporate into a revised design:

- In the collection of images within the outline of the state: include city images as well as rural, and people as well as animals (**Tim will forward some electronic images of people to Galen**). Peter suggested a Rick Graetz photo of Helena.
- Perhaps have the images change, as a slideshow.
- Have a photo of Sue as well as the Governor. Make them oval instead of square.
- Less text on the homepage – limit it to images, main navigation bar, and then a very brief cut from the statements by Sue and the Governor (which can be hyperlinked to the full statement).
- Bob noted that an apostrophe is needed in the word “Governor’s”
- Expand focus of website from tax credit to “Tools for Giving” and stories.
- Donna offered to edit text.

Everyone agreed that, of the several sites Galen had the group look at as design examples, the Maine and Mid-South sites were more visually appealing, although the Nebraska site had better navigation and preferred simplified language in the nav bar (e.g. “Tools for Donors”). Everyone really liked the Nebraska Transfer of Wealth information, and their tag line. Tim suggested the following tagline on the TF homepage:

“Together we’re building a better Montana — Giving back to the state and communities we love.”

There was discussion about how to provide the opportunity to donate on line. **Ralph will work with Galen to make a link to the MCF website, as they can now offer secure on-line donation forms.**

There was discussion about a FAQ. Two questions were suggested:

- What is the Governor's Task Force?
- Do I need to be wealthy to create a planned gift?

Galen reiterated that he can't produce the content, although **he will start the discussion on the bulletin board**. Other assignments:

- **All TF members are asked to check the bulletin board regularly to participate in the web redesign and other work groups.**
- **Sue also asked all TF members to think about people who could provide testimonials**
- **John Eastman and Judy Held will forward testimonials to Galen.**
- **Sue will follow up with Sid to get a statement and photograph from the Governor-elect.**
- **Galen will get back to the group with something to review before the new year.**

Tim asked whether there was a marketing strategy for the website. Galen said there is not, although some of that is happening informally via links to other websites. The group agreed that we need to think about having a marketing strategy in place by Fall 2005, which can be combined with marketing the Lunch & Learn sessions. **Galen will report back to the group about how many hits the web site is currently getting.**

2005 LEGISLATURE

There was some discussion about putting a printout of the new website homepage in every legislator's mailbox. Amy reminded that Aidan planned to distribute a letter to every legislator, introducing the Task Force and offering the group as a resource. **Amy will follow up with Aidan about including the website in that letter. Galen will investigate an inexpensive way to printout a color version of the homepage.**

TASK FORCE STRATEGIC PLAN

There was discussion about the "Big Campaign" idea that came up as part of the January Strategic Planning Session with Ginny Tribe. Everyone agreed that it would be ideal to get the Governor-elect and Lt. Governor-elect directly involved in such a philanthropy-promoting campaign, perhaps involving a series of PSAs and paid ads featuring the Governor. **Tim and Galen volunteered to report back to the group on the costs and logistics of PSAs vs. paid advertising.**

There was discussion about timing for a visible campaign. The fall is good for tax purposes but then it overlaps with the United Way and other campaigns, which could either cause donor fatigue or provide a reminder boost for donors. One idea was to tie into the National Philanthropy Day, organized by the Association of Fundraising Professionals, on November 15, and getting the endorsements of other organizations. Donna suggested starting in immediately after the April 15 tax deadline, reminding people they could have made a tax-deductible contribution – "planting the seed" for a fall campaign.

There was discussion about holding a Governor's Conversation on Philanthropy in the fall, and whether it should follow or precede local/regional conversations. It was agreed that a fall Conversation would be too late for a campaign kickoff event. John Eastman suggested providing an official report to the Governor-elect outlining the Task Force history and asking him to make the Call for a Conversation on what to do from here. Ralph reminded that a handful of people had that establishment of the tax credit and the establishment of the Task Force in mind before the first conversation, and Gov. Racicot ran with it. He strongly suggested we have an idea to suggest to the new Governor, such as the federal IRA rollover – something he could get behind as his own.

Ralph volunteered to write a draft of the report, using information already on the web site and in the report from the first Governor’s Conversation. He will leaving blanks where information is needed, which will be assigned at the January meeting. It was suggested that the report also refer to data gathered by the Big Sky Institute on the impact of nonprofits in the state as well as information about the tax credit, how much money it has generated in endowments and for nonprofits, putting it in the context of shrinking federal and state dollars for social services and other needs.

Sue reiterated the things we want to ask for in a post-inauguration meeting with the Governor:

- Official reauthorization of the Task Force (perhaps through Executive Order?)
- A statement and photo for the web site
- A call for a Governor’s Conversation based on the report we give him
- Participation in a “big campaign” (e.g. PSAs)

Bob suggested meeting with the Lt. Governor in advance of a meeting with the Governor. **Sue, Ralph, and Donna volunteered to meet with him.**

LUNCH & LEARN SESSIONS

After some discussion, it was agreed that the Task Force is in full support of holding Lunch & Learn sessions in the fall, with Jim Soft as the primary presenter and a new focus on the IRA rollover (should it pass), UMIFA legislation, and tax credit substantiation, in addition to reviewing the basics of planned giving and the tax credit. John Eastman suggested tying together the L&L, Governor’s Conversation, and the “big campaign” for marketing purposes, perhaps getting the Governor’s endorsement.

NEXT MEETING

Bob suggested that Judy Held participate in some future meetings via “Vision Net.” He offered his office as a meeting place for that purpose; Judy could participate in Sidney. His conference room will not be available for the January meeting, but would be for February. **Bob will investigate the Hustad Center and the MT Hospital Association about whether they have Vision Net access and meeting facilities.**

It was agreed that the next meeting would be held at the Northwest Power and Conservation Council on **Thursday, January 13th, from 10 a.m. until 2 p.m.**

Meeting adjourned at 2 p.m.