

## **Rutland County Democrats Executive Committee Meeting**

**March 14, 2022, 7:05 – 8:40 p.m.**

### **Zoom**

Present: Annie Stratton, Heather Juliussen-Stevenson, Anna Tadio, Eugenia Cooke, Carol Wright, Barbara Pulling, Josh Ferguson

Anna Tadio called the meeting to order at 7:05. Noah French not present.

### **Old Business:**

Secretary's Report: Minutes from the Ex. Committee meeting of Jan. 10, 2022 were emailed in advance of the meeting. Motion to approve the minutes made and seconded. Minutes approved.

Treasurer's Report: Current balance is \$4,523.94. No expenditures. The Vermont Democratic Party (VDP) sent a percentage of Rutland Co. donations. Good balance for this time of year. We will have fundraising expenses coming up.

### **New Business:**

Fundraising: Money for candidates is usually spent in August. Scott Garren will make recommendations then.

We need to work on our fundraising letter. Annie will try contacting Noah. Usually start fundraising in late March. If we don't hear from Noah, Eugenia will send copies of three previous letters to Anna, Annie and Carol to use in drafting this year's letter.

Discussion of letter. It's usually reviewed by the Executive Committee and finalized by the end of March. Printing time is two weeks. We usually include a handwritten note. Last year letters went to reliable donors. It saved time and raised about the same amount. Example of handwritten note: "Thank you for your support; we can't do it without people like you!" The address list is divided up and the committee members prepare the letters. Last time we exchanged a hard copy of the address list. We may choose to write to people we know personally.

Handwritten thank you cards are sent after donations.

Supplies for letters: return labels, envelopes. Kathy used to get big and small envelopes from the Dollar Store. Someone gets stamps. We get reimbursed later. We had some small preprinted envelopes and also labels. The "thank you" card that we send has our logo. Question about whether to use printed return envelopes or not use return envelopes. Envelopes which are stored may end up stuck together.

Eugenia will get a quote from Quick Print. Annie offered the use of her laser printer and will give an estimate of how much ink it will take for the small envelopes. We have labels for the larger envelopes. Anna will buy envelopes from the Dollar Store or Amazon. Heather has some of the old return labels. Quick Print can make copies.

Heather will also send out the letter by email to about 600 people on the email list.

Question regarding the filing of quarterly campaign finance forms with the state. Scott Garren notified the committee by email that this is done as required.

Heather recommends VAN training for outreach and recruiting. Discussion about reaching out to our community. The newsletter isn't being sent due to lack of time.

Joshua discussed the benefits of offering matching donations to increase fundraising donations. Carol questioned where we get people to offer funding for matching donations. Discussion of asking big donors. Questions regarding how matching donations would work and how it would be managed. Joshua recommends a 3-month strategy. Need to have out a long-term strategy for matching donations.

Social/Fundraising Event in May – Carol discussed the possibility of having a social event in May. Could be an indoor/outdoor event, donated crafts for silent auction, maybe have a food truck. Concerns about having people feel comfortable as we gather together again. Carol will contact Kathy Hall and get some suggestions. Anna could help find music. Joshua suggested including young people interested in politics.

Discussion of other money-making fundraising events. The Women's Brunch was quite successful. COVID cancelled many of our events. Pot lucks were more social gatherings. Our last Women's Brunch was co-ed.

Ukraine - Anna suggested including thoughts for Ukraine. CI isn't able to commit to regular vigils. Annie suggested that we make a statement of support and remind the community of the threat to our own democracy. Heather offered to send a statement if Annie will write it.

RCDC Involvement in Towns – Joshua questioned whether we could be more actively involved with the towns. Discussion of past attempts to encourage town participation, including getting town chairs to attend county meetings. Carol will assist Joshua if he has some actions he would like to try.

Anna reminded us that we need to work on how to support the upcoming candidates.

Meeting adjourned: 8:40 p.m.

Respectfully submitted,

Carol Wright

Recording Secretary