



Statewide SEFA Council

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Approved 11/29/18

SEFA Statewide Council Meeting – October 18, 2018 via teleconference.

On the call: Tom Wickerham, Bill Ferguson, Nick Lamorte, Cornelia Mead, Caroline Westbrook

1. Approval of September 20 minutes. Minutes approved with no changes.

2. Report of the Chair (Tom Wickerham)
 - SEFA Regulations
 - Just this week have finished review of proposed SEFA regulations. Still need to explore details of some accounting procedures, but have resolved other issues. Moving into a brand new regulation called 336, dealing with the retirement system. Making a lot of changes. Will be sharing with everyone once they are ready.
 - Topics include simplified recertification, changes in pledging system, etc. Want to get this done in next month or two to get the process done and approved before next campaign.
 - Thanks to Laurelee and Bill who have been working on this project.
 - Also - state comptroller's office, OGS and OGS legal involved

3. Finance Report. (Bill Ferguson)
 - Bill Ferguson reported they are making progress catching up on their invoices. Feb (\$6551.86), March (\$6681.46), April (\$6793.57) invoices presented to the Council this week. Total \$20,026.89. Nick move, Cornelia second to pay the three invoices presented. Motion carried.
 - Bill also reported the finance committee has received invoices through July but they are in the process of reviewing those and they will be presented shortly. They hope to get caught up with all invoices thru the end of the year soon.
 - Acct balance last meeting \$38,000 in the bank (current balance not available, was not able to get info).

4. Marketing update from Lisa Audi:

- Federal law now prevents them from targeting messages based on employer, which makes it difficult to reach state employees. Alternatives include buying email lists from a vendor, they have found a vendor with 3500 state employees (who opted in to marketing).
- Also geofencing – which would send messages to people within a building. Trying to find good buildings for this – where a majority of the people in the building are eligible to participate in SEFA. Need to be careful how we select locations/buildings to do this.
- Bill commented that he’s glad that Lisa is pursuing such leading edge marketing ideas, as we are all seeking to engage younger donors.

5. Director’s Report (Laurelee Dever)

- E pledge, everything is going well. Over 750 pledges for almost \$200,000
- Reminded everyone that they had explored credit card payment in the past, but it was a relatively low volume, and with fees involved it was not deemed worthwhile.
- Buffalo and Central NY have requested that they be allowed to continue to use their own home-grown pledging systems. This will need to be addressed in a resolution.
- Recertifications – over 580 have been started, continuing outreach to unaffiliated charities who have not recertified. Urged regional coordinators to reach out to their charities as much as possible to be sure they are in compliance with the regs.
- Recertification closes Nov 30 and the application period begins December 2.
- Update on retirees – still need to get donors to sign up. Deduction authorization form has been completed. Flyer is available to give to retirees (paper form).
- FCC Codes – we will need to address numbering issues soon.
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6. Motion by Nick Lamorte, seconded by Caroline Westbrook to adjourn. Meeting adjourned 2:35 pm

Respectfully submitted by
Cornelia Mead
SEFA Council Secretary