



FINAL

**Advancement Committee Meeting Minutes
Thursday, December 11, 2025
9:30 – 11:00 AM
Via Zoom**

Present: Marjie Blevins; Joel Rainville; Kristine Smyth

Staff: Andree Aronson; Matt Halley; Lacy Sietsema

Excused Absence: Steve Kenney; Brian Mullen; Gabrielle Rohde

The meeting began on Thursday, December 11, 2025, at 9:32 a.m.

Meeting Intention: Led by Andree.

DEI Statement: Matt read the DEI Statement.

Minutes: The November minutes were presented for approval. Hearing no changes or corrections, Kirs moved to approve the minutes and Joel seconded. Marjie abstained from voting due to an excused absence. The minutes were approved.

Advancement Director's Remarks/Updates

Financials: The Advancement financials were reviewed. Andrée reported that the first major appeal has gone out. This appeal included an annual report to targeted donors and a letter to general donors. The impact from this appeal will be analyzed over the next few weeks.

Andrée stated that Accola is switching to a new database that will improve how metrics are organized. She explained how the mailing lists for the appeal were generated. There was a discussion about the financials and it was suggested that service fee income be pulled from future reports.

Social Media: Andrée reported that Microsoft Clarity and Google Analytics have been added to all Accola-related sites. Social media posts have been increased and followers across Accola platforms have doubled.

Breakfast – April 21, 2026: Andrée provided an update on the 2026 Accola Breakfast. This has been scheduled for April 21 from 8:30-9:30 a.m., and a Save The Date will be sent out. She encouraged committee and Board members to think about potential sponsors and to commit to filling out a table or two. The cost to attend the breakfast will be free. She provided an overview of the program and stated that a key piece will feature the "Giving Circle." The committee discussed parking, invitations, and the task calendar.

Database: Andrée reported that the new database will be launched in 2026. Feedback is also being received regarding the Accola website and how it can be improved.

Board Education Session Recap

Andrée reported that she is receiving good feedback regarding the November Board Education Session.

All documents are on the Board Portal under the Fundraising tab. A recording of the session has been uploaded.

Update: 2025-2026 Board Training Planning

Board Buddies: The committee discussed the role of “Board Buddies” and how this will lead to more ongoing relationship building between Board members. It was asked if there was a job description for this role and Matt stated that a draft will be made up and brought to the committee at the next meeting.

Other Business

There was a discussion about how to approach Board members regarding their annual commitment. December is the last month to give a gift in this current tax year. It was suggested that a reminder be included in the December Board meeting.

Adjourn: The committee adjourned at 10:40 a.m.

Respectfully Submitted,
Lacy Sietsema, Accola