



**Protectors of Animals, Inc.**  
Board Meeting – August 21, 2012

Board Members present: Denise Harned, Stacey Doan, Jody Macrina, Ron Plante, Jordan Price, Greg Simpson, Linda Williams, Debbie Nichols, Mark Pandolfo, Sara Taylor, JoAnn Azzara  
Guest present: Elizabeth Abbe, POA Volunteer and Director of Public Outreach for the Connecticut Historical Society

1. **President's Call to Order:** J. Macrina called the meeting to order at 6:35 p.m.
2. **Fundraising Presentation:** E. Abbe delivered a presentation on fundraising based on her experience as the Director of Public Outreach for the Connecticut Historical Society. She began by focusing on development goals and strategies. The first step is to develop new prospects (also referred to as "cultivating"). Prospects can be cultivated through outreach programs, booths at events, the annual gala, the annual holiday fair, wine and cheese events, Dine for a Cause events, jewelry sales, special receptions for affinity groups, "bring a friend to POA." The second step is solicitation, which is the hoped-for result of the cultivating process (not sales and not begging). Solicitation can occur through special appeals to all adopters, Annual Fund appeal, direct mail and follow up, sponsorships, life membership level. The third step is stewardship, which involves continued communication with donors and members. Stewardship can be accomplished through the distribution of the newsletter, thank you letters ("thank before you bank"), invitation to Annual Meeting (include a special event), membership brochure, member renewal process. The final step is planned giving, which involves bequests or other major gift arrangements. The Board could consider developing and approving a gift acceptance policy and creating a marketing plan (leave a legacy to POA). Also, another suggestion was to develop recognition signage at the shelter and to keep track of individuals who plan to make a bequest to POA.

3. **Minutes of the July 17, 2012 Board of Directors meeting.**

**S. Doan made a motion to accept the minutes as written; D. Nichols seconded. The motion unanimously passed.**

4. **President's Report:**

- J. Macrina gave a status report regarding the dog that was brought to POA because she had ingested rat poison. The dog continues to reside in POA foster care. The family hired an attorney. POA's attorney made an offer to the family's attorney, and we are awaiting an answer.
- Standard Operating Procedures (SOPs) are in the process of being completed.

- HOPE is booked until mid-September. Discussions and plans to expand the HOPE facility are underway.

#### 5. **Stacey Doan**

- S. Doan presented three options for the purchase of a POA/HOPE Transport Vehicle. The first option was a Used 2010 White TC with 63,000 miles for \$16,500. The second option was a New 2012 White TC with less than 100 miles for \$22,925.73. The third option was a New 2012 White TX with less than 100 miles for \$24,047.

**J. Macrina made a motion to purchase the second option, which would include a donation from S. Doan of half of the purchase price; S. Taylor seconded. The motion unanimously passed.**

#### 6. **Denise Harned**

- D. Harned stated that the volunteer portal is operational and a username and password are necessary to access it.
- D. Harned also discussed the Senior Cat Adoption Day event that is taking place at the East Hartford shelter on the 3<sup>rd</sup> Sunday of each month. Cats who are 7 or 8 years old and older are considered “Senior Cats.” A \$50 donation is requested for an adoption of a Senior Cat on Senior Cat Adoption Day, which is significantly lower than the usual \$125 donation. D. Harned also suggested that the Board consider offering veterinary support for 6 months to 1 year for these cats to entice people to adopt the Senior Cats. The veterinary support that would be offered would have to be carefully described and would exclude services such as routine exams.

#### 7. **Jordan Price**

- J. Price circulated a draft of the 2013 Budget, which included the Statement of Changes in Net Assets for the years ended December 31, 2013 (Budget), 2012 (Budget/Actual), and 2011 (Actual).

#### 8. **Adjournment**

- The meeting was adjourned by the President at 9:12 p.m. The next Board of Directors meeting is scheduled on September 18, 2012 at 6:30 p.m. at 144 Main Street, Unit N, East Hartford, Connecticut.

Submitted by: Sara Taylor, Secretary