

Agenda for Exec Board Meeting of December 6

FOA Restructure: (15 minutes)

1. Status of Special Projects position and CEO position
2. Request for AFAH to be involved in hunt for CEO position (to be participants in the interview process) to ensure candidates understand the importance of collaboration with AFAH office

SalesForce Integration: (10 minutes)

1. Status of current reconciliation - between SalesForce and the WOL Website and monies received via Paypal by both AFAH and FAH
2. Who can provide a complete list of open items including requested changes that were supposed to be in this release and still need to be actioned?
3. AFAH requests access to SalesForce as promised: Read/Write access to donors/riders in NA and read access to donors/riders outside of NA
4. Swapping out PayPal for BBMS

Communication: (20 minutes)

1. How can we build trust between FOA and AFAH. Too much time is wasted, and timeframes are delayed by going back and forth with the request for information and the publishing of this information i.e. monthly newsletters, Giving Tuesday requests. How can we streamline this?
2. Still too much focus on the term 'shortfall'. Besides the equipment list, there should be a wish list for AFAH to cultivate donors with, as large donations take time. We have too many examples of donors losing interest waiting for a viable project or piece of equipment. In addition, there are instances of projects not publicized that have been used to solicit US donors
3. Suggest a point person for all communications (Director of Comms perhaps?) to:
 - be aware of what is going on within each department and what can be highlighted to the public, donors and potential donors and
 - coordinate ALYN engagements with other organizations (i.e. Ein Yael - Dr. Eliezer Beerli spoke about a visit to Ein Yael for the Respiratory Department while Hila from PELE spoke about a need to make Ein Yael accessible for individuals with disabilities. Is there any coordination and is a visit planned?)

WOL: (10 minutes)

1. Can AFAH see an approved checklist of the WOL action items: i.e. things that should be actioned for every ride. Spent too much time discussing Finisher Shirts , medals etc for this ride. US advertising ahead of the ride was nixed as Special Projects felt it was too expensive - these decisions should not be made unilaterally.
2. AFAH has made the decision to not impose a moratorium on soliciting ride donors until 3 years after the rider stops riding. Suggesting FOA take the same approach. WOL is an event to support ALYN Hospital, just like an annual gala supports an organization. Therefore, ride donors are ALYN Hospital donors and should be treated as such.
 - Riders do not “own” their sponsors and should not limit AFAH’s ability to engage with donors beyond the ride, so that they can remain charitable to ALYN. If a relationship is not built while the sponsor is currently giving, then when the rider stops riding (for whatever reason) the sponsor goes away too. AFAH’s database is filled with such contacts.
 - Additionally, a donor may want to give multiple times a year. That should be the donors’ decision, not the riders’ and not the Friends’ offices. Other organizations communicate and try to engage donors to rides/marathons all year long. Bike4Chai/Camp Simcha and Sharsheret send solicitations all year long once a person supports a rider/runner. This is low-hanging fruit, much less expensive and easier to maintain than finding new donors.

Hospital Virtual Tour - how do we move this forward? (5 minutes)

Hospital In--person tours: who do we liaise with for the following? (5 minutes)

1. Trim Hospital tours down to one hour maximum
2. Customize tours to be donor-centric and reflect each donor's individual interests. AFAH would provide donor's info.
3. See Shalva’s website for examples: <https://www.shalva.org/volunteer-or-visit-shalva/>

Transparency: (10 minutes)

1. How can we get the metrics that we require? Foundations/major donors request specific metrics. American donors want to know the measurable impact of the organization, of their gifts and the demographics being served.
2. How can ALYN see the the full ALYN strategic plan? Current plan is 40 pages long, but AFAH will only receive a 15-page summary in English. AFAH will obviously miss out on the vision/details included in the longer version. Furthermore, foundations and major individuals may not be interested in or prioritize general operations and more detail would give AFAH better language for engaging donors.
3. Can AFAH see the use of AFAH’s monthly transfers and how they are being applied upon receipt at ALYN

CFAH: (5 minutes)

1. Is Jonathan Freedman still interim Executive Director?