

Southern Oregon University Retirees Association
Council Meeting Minutes
November 10, 2010

This was a special meeting of the Retiree's Association Council to discuss the SOU Foundation request to utilize the Association's mailing list for an informational mailing concerning planned giving.

President Sue Corp began the meeting at 3:05 pm in Room B of the Campbell Center. Present were Sue Corp, Bev De La Zerda, Lodi Belford, Bruce Moats, Jerry Insley, Jim Dean, Don Reynolds, David Hoffman, Wayne Schumacher, Sally Klein.
Special guest: Gary Gillespie, Director of Development for SOU.

Gary Gillespie presented his request to use the Association's mailing list of SOU retirees along with the Foundations targeted mailing list of people to receive a letter from him with information about planned giving. He explained the purpose of the mailing was to inform and introduce people to the idea and methods of planned giving, and not to request money at this time. Mr. Gillespie provided a copy of his draft letter and attachment for the Council to review.

Sue had spoken with Jeanne Stallman earlier about the Foundation's request. Jeanne offered her input and indicated that many of the names that are on our Association's mailing list are already on the Foundation's mailing list. Even so, Mr. Gillespie wanted to meet with the Council in person to explain his request and to answer questions. He said he was also planning to meet with the OLLI Board regarding use of their mailing list.

There was much discussion seeking clarification about the purpose of the mailing; About if and how special mention of the Retiree's Association could be incorporated into this mailing (No, perhaps later, but not this mailing which is scheduled to go out this fall); If and how this mailing could be used to solicit funds for the Association's own scholarship fund (No, that would be something our Association's Council would need to do separately); Suggestions as to the content and tone of the cover letter (Appreciated, and will be considered); Thoughts as to how some mailing recipients might respond, negatively/positively (Comments were appreciated, although some of the wording in the letter have been pretty much mandated at this time); Discussion about related article(s) in future newsletter(s) and Mr. Gillespie's intention to sponsor a paid newsletter ad regarding planned giving.

Eventually, a motion was proposed (Wayne/Jim) to approve the Foundation's request to use our mailing list for the purpose of this informational mailing. Passed Unanimously.

Meeting adjourned at 4:15

Minutes taken by Wayne Schumacher