



**Board of Directors Meeting**  
8:00 a.m., November 29, 2012  
UCF, Morgridge International Reading Center

Host: Rich Sloane

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**Present:** Tobi Allen, Travis Blue, Brenda de Treville, Deni Gorden, Latria Leak, Ivan Lefkowitz, Joe Losch, Ryan Mahaffey, Kevin Noonan, Michelle Radcliffe, Eddie Sanabria, Rich Sloane, Douglas Storer, Josh Truitt, Jim Waters

**Guests:** Charlene Tolbert, Enaris Inman, Rick Stone

**Staff:** Cindy Williams, Twanna Scroggins

**Absent:** Debbie Clements, Suzan Coddington, Eric Dodson, Cathy Hertz, Eric Houston, Michael Ison, James Lawson, Jim McIlrath, Rosina McVicker, Tim Myers, George Novo, Rick Roach, Rob Roche, Joyce Romano, Leah Shepherd, Tesfa Wondemagegnehu, Ormend Yielding

### Call to Order

Eddie Sanabria convened the meeting at 8:10 am. He began by thanked Rich Sloane for his hospitality. He introduced two guests from the Evans Community School – Charlene Tolbert and Enaris Inmad.

### Consent Agenda

Eddie asked the board for a motion to accept the consent agenda as presented. Brenda de Treville moved to accept the consent agenda and Doug Storer seconded the motion. The motion passed by unanimous consent.

Eddie announced he was appointing three new members to the board.

1. **Dr. Joyce Romano** is the vice president for student affairs at Valencia College. Joyce started helping the Foundation last year at the Orange County's Top Talent event. She has brought college students to serve as reading assistants in our Read2Succeed program and she also volunteered at the golf tournament.
2. **Latria Leak** is employed with the NBA's Orlando Magic as the Community Relations and Cause Marketing Manager. She serves on several community boards including Beta Center and the Orange County Art Education Center. We look forward to adding her marketing and public relations skills to our board.
3. **Michael Ison** is the senior vice president and Florida private banking director for BMO Financial Group. He is already serving on the finance committee and is adding great resources and knowledge to the group.

### Storytelling to Enhance Fundraising Activities and Recruit New Volunteers

Eddie introduced Rick Stone, a nationally recognized speaker with a company called [IDEAS](#). IDEAS Orlando is an innovation studio specializing in entertainment, learning and marketing.

Rick spoke to the board about how to create, recall and tell stories to enhance our fundraising activities and recruit new volunteers. His power point presentation is available in the board portal on the Foundation's web site.

**Start with the audience:** What do we want them to do? Think about the audience experience and how it will lead to audience behavior.

**Story design:** “I come from an organization that makes a difference by...”

Telling stories at the 30,000 ft level are not as impactful as stories at the 100 ft level (more granular; more engaging).

**Narrative assets:** Every company has narrative assets. You just may not be aware of them. Find ways to collect, store and recall stories as needed. Help donors connect to specific things. This is how the life of this one student is very different because of the work we do. You must find out what is important to the donor/prospect to know what story to use.

**Some components of stories listed by board members included (life of one child is very different because of the work we did):**

1. Beginning, middle and end (give enough detail, but not all)
2. Characters
3. Problem to be solved
4. Background/setting (set them up with enough context, but less is more. When typing, the story should be no more than 1 ½ pages)
5. Character art/transition (miser turns into a generous person; rich to poor)
6. Conclusion/resolution

#### **Narrative Schema**

1. Introduction of setting and characters
2. Explanation of state of affairs
3. Initial event
4. Emotional response/statement of goal by protagonist
5. Complicating action
6. Outcome
7. Reaction to outcome

#### **Kinds of stories**

1. Stories about those you help
2. Stories about teachers and volunteers and their experiences
3. Stories about how the community was impacted in unexpected and wonderful ways

#### **Philanthropic Strategic Plan**

Alan Fidelo announced that the district hired a development director (Debi Pedraza) who will start in early February. She will be working closely with the foundation as we take the initiatives in the PSP to the community. He also discussed the upcoming presentation of the PSP to the school board at a December work session to get school board approval. The plan goes before the Foundation’s board of directors in January for review and approval. The PSP committee also is planning a focus group in early January to get feedback from corporate and foundation leaders.

#### **Chairman’s Comments**

As the end of the year approaches we have had several board members make their annual contributions. We ask that all board members make a meaningful contribution during the course of our fiscal year, but if you want your contribution counted during the 2012 tax year, please get your gift in before December 31.

The Foundation office will be closed December 24 – Dec. 28, but will be open Dec 31 for those last minute contributions.

#### **Adjournment**

The meeting adjourned at 9:30 a.m.