

# 2018 1071ST Annual General Meeting



# Agenda

Welcome / President's Comments / Introductions - Mike  
OPI – Shawn Levy  
Financials - Rachel  
Merch - Stephan  
Facilities - Stephan  
Membership – Sheba  
Community Outreach – Sheba  
Game Day Operations - Mike / Nick  
Events - Nick / Drew

Travel – Drew  
Regional Supporters Groups - Drew  
Communications - Lexi  
Technology – Ray  
TAFC – Ray  
Partners – Zach / Sara  
Rose City Riveters – Gabby  
Call for Volunteers - Dawn  
Breakout Sessions





**OPERATION PITCH  
INVASION**

- **Fields for All: Shane Bemis Court**
- **Project Blacktop: Barnes Elementary**
- **Field Events: Westmoreland and April Hill**
- **OPI America**



# Financials

(available to members only)



# Merch



## 2017

- 61 Unique NPO Designs (not including small items)
- 7,865 Scarves Sold
- 2,990 First Time Customers

## 2018 Areas for Improvement / Plans

- Continue to foster relationships with the broader TA Community
- Grow NPO's presence within the wider PTFC Community through social media interaction and by attending more community events
- Keep Bringing the Heat

## 2018 Volunteer Needs

- Sign up for One-Off Emails to learn about Volunteer Opportunities
- Think you got the design chops for NPO? Let's see what you've got.
- Update your address



# Facilities

## 2017

- Negotiated Lease Extensions (Priority from 2017 AGM)
  - 3 Years for the Fanladen
  - 5 Years for the Warehouse
- Research of Comparables
- Increased the versatility of existing spaces

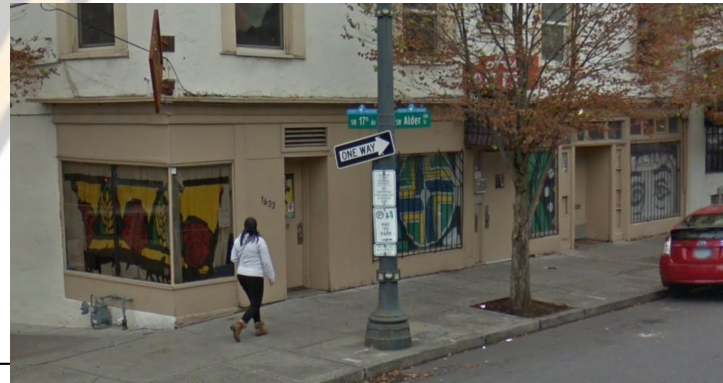


## 2018 Areas for Improvement / Plans

- Better Utilize the Back Room
- Expand the Booked! Library
- Combat gravity's effect on our 102 year old buildings
- Begin Fundraising Campaign for Future Moves

## 2018 Volunteer Needs

- Carpentry
- Relocation Task Force



# Membership

2017

- 4916 members in 2017
- Over 3500 already renewed/signed up for 2018
- Members in 47 states, the District of Columbia, & ten countries in 2017

2018 Areas for Improvement / Plans

- Increase awareness of 107IST mission, vision, & work among casual supporters
- Maintain membership growth & renewal rates
- RSG/107IST

2018 Volunteer Needs

- Opt-in for volunteer tasks
- Database/mailling list maintenance
- Info table volunteers
- Membership packet preparation





# Partners

## What are 107IST partnerships today?

- Local businesses that provide a discount/service to members/give back to 107IST & support what we do.
- 125 current local TA / Riveters Partners.
- Communicate Ethos of 107IST to participate.
- Supports the values of 107IST and wants to support what we do.
  - Example: Underdog donates \$25 per team to OPI
  - Kells Brewery gives members \$1 off pints and \$1 back to 107IST

## 2018 Areas for Improvement / Plans

- Improve 107IST email to engage members/partners and explain benefits
- Bring on more Riveters focused partners and encourage Partners to support Thorns
- Work with RSGs to support groups around the country (and beyond)
- Articulate 'levels' of being a partner
- Send a 107ist sticker to say "Partner" with both logos on it

## 2018 Volunteer Needs

- Bring on Partners Committee person to provide Riveters connections and leadership
- Email support volunteer/partner of the week.
- Contact partners with promotion opportunities
- Google Map



# Community Outreach

## 2017 Highlights

- Two Timbers Army & Riveters-themed DHS visitation room makeovers
- CPR/AED: Over 200 trained in 2017; 1st CPR/AED class in Spanish; 759 trained since 2013
- Blood drive: 73 pints successfully donated, 327 pints over the last five years
- Gisele Currier Scholarship Fund: 49 youth soccer scholarships awarded totaling \$19,935
- Over \$90K in total charitable donations in 2017 (incl \$12,500 to OPI & \$19,935 through GCSF)

## 2018 Areas for Improvement / Plans

- Improve outward-facing communication of the outreach work that members do
- Connect immigrant/refugee children and teens with soccer resources
- Continue focus on vulnerable members of the community

## 2018 Volunteer Asks

- Opt-in for volunteer asks
- Soccer-specific outreach needs:
  - GCSF
  - connections to youth soccer
  - soccer-specific volunteer events
- Volunteers in areas outside of downtown PDX



# TA Game Day Operations

## 2017 Highlights

- Best tifo in North American men's soccer
- Several new tifo PMs and designers
- Flags, capos and drums continue to bring it every match

## 2018 Areas for Improvement / Plans

- Improved supply reuse
- "Greener" options
- Reduce expenditures

## 2018 Volunteer Needs

- General tifo volunteers
- Flag Crew backups



# Events Committee

## 2017 Events

- Fourth year of Block Party - Had successful sponsoring thanks to Dutch Brothers
- Pride March - Continued amazing support
- Season opener/End of Year parties - Keeps expanding to accommodate more members

## 2018 Planned Events

- Season Opener Away Viewing - March 4th
- Block Party - 5th year!
- Return of Art Takeover (hopefully)
- Continued Riveters and 107IST Events
- More to come



# Travel

## 2017 Highlights

- Over 3000 tickets distributed through 107IST
- Sold Out half of all Away Matches
- 448 Riveters Travelers
- First successful TA/Riveters Seattle Take-over Weekend
- Traveling Support from 42 states and Washington D.C., 5 countries, and 3 continents.



## 2018 Improvements

- Fully integrated 107IST team
- Greater involvement from RSGs
- Increasing Riveters away travel outside of Cascadia
- Improvements on ticket availability
- Updating Away City info on website



Map by Aaron Flynn, LSB

Timbers Army Regional Supporters Group:  
[www.107ist.org/ta-worldwide](http://www.107ist.org/ta-worldwide)

**Groups:**

- 2015 - 14
- 2016 - 27
- 2017 - 32
- 2018 - 37

**Countries: 5**

**Pending:**

- Reno
- Nashville
- Northern Spain
- Buenos Aires



# Map of the Timbers Army Regional Supporters Groups v3.0



# Communications

## 2017 Highlights

- Member-facing communications coordination - TA/Riveters/107IST
- Put more structure around A/V capabilities, assembled a core team, and significantly improved photography quality + quantity

## 2018 Areas for Improvement / Plans

- Further improvements to member-facing comms
- Get even better at telling our story
- Advance A/V strategy
- Website Refresh 2.0

## 2018 Volunteer Asks

- Original Content Authors
- Travel Content Editors





# Technology

## New web platform

- Integrated ticketing, email, and membership
- Saves hundreds of \$\$ a month

## 2017

- New, reliable email+productivity system
- Further cost reduction
- Calendaring for shared resources
- **AUTOMATED AWAY TICKET EMAIL PROCESS**



# Timbers Army Football Club (TAFC)



## 2017 Highlights

- Continuing to add teams - Now up to 40 teams
- Multiple Championship matches at Providence Park
- 2 Extremely successful tournaments
- Beautiful new TAFC ball (Available at No Pity Van)
- New TAFC Management platform + MAJOR overhaul of financial and reporting
- TAFC is now an official OASA league and has 2 official US Soccer ref assignors



## 2018 Areas for Improvement / Plans

- Continue to increase efficiencies, decrease complexity
- New TAFC Division as a separate league (broken out of GPSD)



# Rose City Riveters

## 2017 Highlights

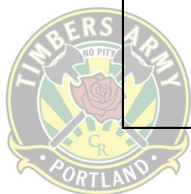
- 2017 NWSL CHAMPIONS!!!
- Coordinated 150 traveling Riveters with tickets, travel logistics, and had over 200 people in our section of “The Wall” in Orlando for the NWSL Final
- 2018 ISC Tifo of the Year - Shields Up!
- Continued our Match Day Drive tradition, partnering with the Timbers Army for several double-header weekends
- Donated over \$10K to local organizations like The Living Room, TransActive, Rock n Roll Camp for Girls, Pioneer Courthouse Square, and Street Roots
- Seeing growth across the board in participating at events!!

## 2018 Areas for Improvement / Plans

- Tifo Hero Fundraising!
- Riveters Bingo Nights!
- More kick-ass merch!
- Adding more events... stay tuned!

## Volunteer Asks

- Communication - writers, photogs
- Merch - Design, sales
- Tifo - Design, general help
- Outreach - delivery drivers for drives
- Travel - bus captains, bloggers



# Call for Volunteers

## Volunteer Opt-In

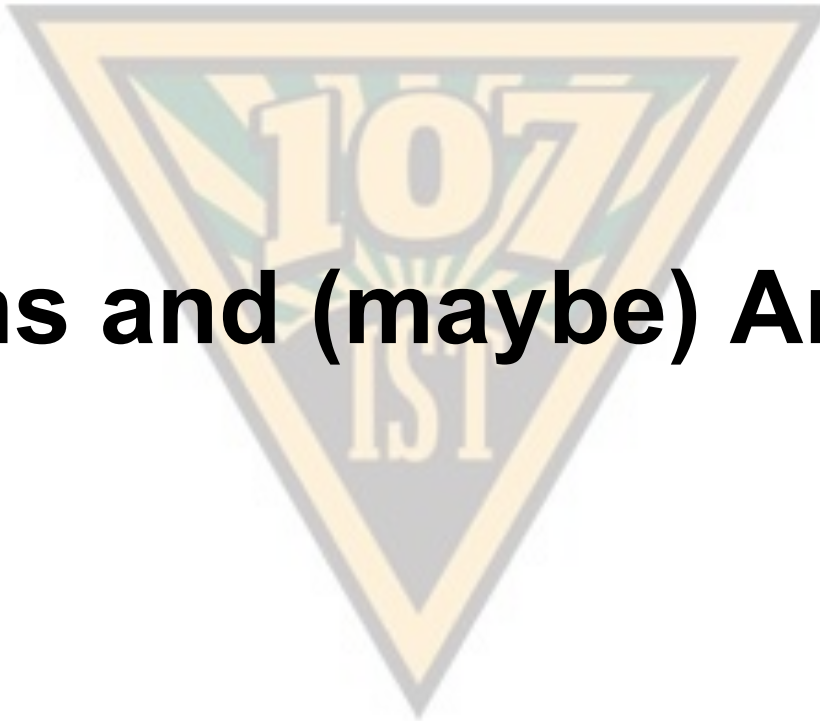
- Sign up for upcoming volunteer opportunity emails

## Get stuck in & join a committee

- Check TA and Riveters websites for links to sign-up sheets the week after the AGM



# Questions and (maybe) Answers



# Breakout Sessions



# 3 Breakout Areas

## Breakout Area A

Volunteer  
Opportunities

## Breakout Area B

Planning for the  
Future

## Breakout Area C

Timbers Army &  
Rose City Riveters  
Relationship

*Pick a Breakout Area.*

*Discuss the topic for 15 minutes with the group, adding notes or action items to the paper or post it notes provided.*



# Final Breakout Topic

## Sharing Our Story

Within your current group - please discuss how the 107IST can share our story. This can include:

- Platforms
- Topics
- Frequency
- Who?

*Please use new post it notes & poster paper.*

