

## Family and Children's Trust Fund (FACT)

### Marketing Committee Minutes

February 22, 2017

The meeting began at 4:00pm on Wednesday February 22, 2017 and included Robert Bolling, Lisa Specter-Dunaway, Nicole Poulin and Meghan Resler in the Richmond location (CHIP of Virginia: 8100 Three Chopt Road, Suite 212 ), and Frank Blechman, Dana Kristas and Caroline Sage in the Alexandria location (Purple Strategies: 815 Slaters Lane, Alexandria, VA).

After introductions Ms. Sage provided an overview of the General Public Messaging, and Internal and External FAQs Purple Strategies created for FACT. These documents are meant to guide FACT Board members when talking about FACT to their networks, as well as guide FACT staff when creating external publications and documents. Ms. Specter-Dunaway suggested we condense and reformat the General Public Messaging document so it is easier to use for FACT Board members.

Ms. Sage then presented the FACT Cards which are templates to visually share Virginia and national data related to family violence indicators. The cards will allow us to create materials specific to locality and subject so we can cater to the audience a Board member is speaking to. Ms. Specter-Dunaway suggested the data-heavy cards should include a face to add a 'human element'.

Ms. Sage then went over the Annual Report template, meant to be a summary of FACT's accomplishments over the year. Mr. Blechman suggested we add a section that discusses FACT's goals moving forward. The committee then discussed Ms. Sage's upcoming presentation to the full FACT Board and agreed on a one hour presentation with a refresher on strategy, a presentation of messaging and new templates and then a short workshop on fundraising co-facilitated by Mr. Bolling. The meeting ended at 4:55pm.