

Family and Children's Trust Fund (FACT)

Marketing Committee Minutes

The meeting began at 3:00pm on Wednesday November 30, 2016 and included Robert Bolling, Lisa Specter-Williams, Nicole Poulin and Meghan Resler in the Richmond location (Childsavers: 200 N 22nd St., Richmond, VA), and Frank Blechman, Dana Kristas, Caroline Sage, and Joe Abbey in the Alexandria location (Purple Strategies: 815 Slaters Lane, Alexandria, VA).

After introductions Ms. Kristas provided an overview of Purple Strategies strategic recommendations for FACT's new marketing campaign, including three strategic goals: 1) Increase awareness of FACT among key stakeholders and general public; 2) Ensure Fact is seen as a thought leader in the space of family violence and trauma among key stakeholders; 3) Enhance FACT's presence within the donor community.

Ms. Sage then went over the strategy to meet those goals which involves creating "moments" campaigns around specific issues to expand thought leadership and fundraising efforts and maintain a "steady drumbeat of compelling content targeted to key stakeholders throughout the year".

Following Ms. Kristas' and Ms. Sage's report there was discussion around FACT's capacity to implement the proposed strategy. Mr. Abbey responded that every moment is completely scalable with short term and long term goals, FACT can start small based on capacity. There was also discussion around how to best share the spotlight with larger agencies that have a more specific focus on an issue within family violence (such as Domestic Violence and Child Abuse). The group discussed using the lens of trauma-informed care to set FACT apart and to be intentional about not duplicating efforts.

The Purple Strategies team then presented messaging they had created for the FACT Board's fundraising efforts. The committee gave the team feedback on the messaging, specifically around the description of FACT as a "public-private partnership".

Mr. Abbey ended the meeting with an overview of fundraising strategy which included going after large corporations that have a history with the communities that FACT serves.