

Family and Children's Trust Fund (FACT)
Marketing Committee Minutes
September 26, 2018

The meeting was attended by Allison Lawrence, Frank Blechman, Duke Storen, Tarina Keene, Jennifer Gillyard, Nicole Poulin, and Meghan Resler. Allison Lawrence called the committee to order at 3:15 and outlined the committee's goals to provide guidance and direction to FACT on how to proceed in marketing and fundraising efforts and the meeting's goals to develop next steps on how to move forward given our proposed strategic plan and the work that has already been done.

Nicole Poulin overviewed past marketing efforts with Purple Strategies and the FACT Marketing committee and administrative staff. The committee then discussed ideas for next steps, including:

- Develop short term initiatives for Board Members to leverage their existing networks for smaller scale donations such as:
 - Storytelling campaigns (story cards)
 - Fundraising Toolkits for Board Members
 - Bring potential funders to Board meetings
 - Continue collecting and prioritizing Board potential donor contacts and reach out to new members to add to list
 - Board member hosted small fundraising events (such as parties, lunch and learns, etc.)
- Develop a fundraising strategy for large asks and substantial fund development that will sustain FACT's growth. Explore the possibility to hire a fundraising consultant to develop and implement a large scale fundraising plan.

Action Items:

- Allison will work with Nicole and Meghan to collect and prioritize Board Member Potential Donor Contacts
- Nicole and Meghan will meet with Duke to develop goals for hiring a fundraising consultant

The committee asked for 30 minutes to be set aside on the December Board Meeting agenda to discuss next steps for fundraising initiatives.