

**Community Foundation of Middlesex County
Marketing & Communications Committee**

Agenda

Monday, July 24, 2017

8:30 a.m.

Ground Floor Conference Room, CFMC, 49 Main Street, Middletown

To: Marketing and Communications Committee

[Susan Daniels, Donna Lee Gennaro, James Gomes, Diana Gregory, Sarah Wadle, Wally Jones [ex-officio],
Cynthia Clegg, Thayer Talbott, Kristin Carl]

From: Greg Rainey and Brian Abely, Co-Chairs

Date: July 19, 2017

A. Call To Order

B. Approval of Minutes of May 8, 2017

C. 20th Anniversary

- i. Communicating the 20th Anniversary – develop methodology, strategy, and action steps
- ii. Telling the impact stories – how to do this easily and effectively
- iii. Grant making

D. 2017 CFMC Marketing Communications (ongoing)

- i. 2017 CFMC Event/Meeting Planning Calendar and Communications/Outreach Plan**
 - o Outreach: ENews, Social Media, Events, Feel Good Friday, Paulson Daniels
- ii. Leveraging and Raising Awareness Regarding Specific CFMC Focus Areas and Funds**
 - o Donor Advised Funds
 - o Building Participation in Special Focused Funds (Sari A. Rosenbaum Fund for Women & Girls; Animals: Respect & Friendship Fund; 365 Fund)
 - o Professional Advisors

E. Other Business / Open Issues

F. Adjourn

2017 Meeting Schedule:

Monday, September 18

Monday, November 13

If for any reason you cannot attend this meeting, please contact Kristin at 860-347-0025 or Kristin@MiddlesexCountyCF.org. Thank you.

**Community Foundation of Middlesex County
Marketing & Communications Committee Minutes
Ground Floor Conference Room – Middletown, CT
May 8, 2017 8:30 AM**

Present: Greg Rainey (co-chair), Susan Daniels, James Gomes, Sarah Wadle (via Conference Call), Wally Jones, Cynthia Clegg, Thayer Talbott, Kristin Carl

Absent: Brian Abely (co-chair), Diana Gregory, Donna Lee Gennaro

- I. Mr. Rainey called the meeting to order at 8:30 AM
- II. **Minutes** of the January 23, 2017 and March 31, 2017 meeting were unanimously approved on a motion by Ms. Daniels and seconded by Mr. Jones.

III. Review/Discussion

The Marketing Committee role has changed over the years. Mr. Rainey discussed the Committee Guidelines and the 2017 Goals. He then took suggestions as to how to reach these goals. Mr. Jones noted that the Committee has worked very hard in the past five (5) years and accomplished many creative things. Mr. Rainey mentioned that our followers on Facebook are growing. CFMC is learning the more information that is shared with their followers, the more people are engaged. However, it has to be quality, not quantity. Ms. Daniels suggested a customer satisfaction survey. Questions could include income range, age and where in the county people reside. Another consideration is using referral programs and limited marketing on Facebook. It was suggested that increasing email, Facebook and Instagram exposure should be one goal.

Ms. Wadle suggested that to best determine who we are reaching and would like to reach as well as how we reach them, we should first ask three basic questions: 1.) What is our goal? 2.) Who are we trying to reach now? 3.) Why are we trying to reach the next generation group(s) as well as our current donors?

Another suggestion was made in reference to millennials and how to engage with them. We have 165,000 people in the county. The first step is to make people aware the Community Foundation exists. Step two is to get them to understand what CFMC does and the partnerships it offers. Telling donor stories will allow people to relate to what others have done and why. This is the best way to inform and encourage those who do not know CFMC to learn more. CFMC hosts many fundraisers, events, and get-togethers. Though our donors are very often humble, these are opportunities to share their stories and help build new friends and relationships.

The Open House is about a community coming together. Valley Shore Publishing will be present at the Open House and will write a feature story. It was suggested that we have docents to tell the story of the building. Middlesex Chamber of Commerce President Larry McHugh and Mayor Dan Drew will speak. Mr. Jones will present an invitation to the Killingworth Foundation.

Other upcoming media releases and outreach projects include a press release announcing our new geographic affiliate and a FOX 61 / Sarah Cody story about Liz Petry and Leaving a Legacy.

IV. 2017 CFMC Marketing Communications

Mr. Rainey commented that much of the discussion to this point has been directly related to the specific areas outlined in the agenda section IV as well as Goal V of the Strategic Plan. Mr. Rainey suggested the Committee continue to ask itself “how do we make CFMC more accessible to everyone, and everyone to see themselves as important donors who are making an impact together?” Ms. Clegg suggested telling the stories of “small grants” or pop up grants to emphasize the grassroots nature of impact and the good we’re doing.

Leveraging and Raising Awareness Regarding Specific CFMC Focus Areas and Funds Donor Advised Funds

The role of local philanthropy will become more important due to the cuts in state funding.

2017 Event Planning and Outreach Update

Social Media Outreach

The upcoming events were discussed. The goal is to build our relationships. Committee members are encouraged to share event invitations and information to their networks and friends.

Open House

Discussed previously.

V. Adjournment

Upon a motion made by Mr. Rainey and seconded by Mr. Gomes the Marketing and Communications Committee unanimously VOTED to adjourn at 9:38am.

Respectfully submitted,

Kelley Frazier, Clerk

Meeting Schedule: Monday July 17, Monday September 18, and Monday November 13