

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

Agenda

Monday, September 18, 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: September 15, 2017

- A. Call To Order**
- B. Approval of Minutes of July 24, 2017**
- C. "\$20 for 20" Campaign Messaging**
- D. Other Business / Open Issues**
- E. Adjourn**

2017 Meeting Schedule:

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 of July 24, 2017

Present: Diana Gregory, Susan Daniels, Donna Lee Gennaro, Sarah Wadle (via phone), Thayer Talbott, Kristin Carl

Absent: Brian Abely (co-chair), Greg Rainey (co-chair), James Gomes, Wally Jones, Cynthia Clegg

Call to Order: 8:37 am

Minutes of May 8, 2017 were accepted on a motion by Ms. Daniels, seconded by Ms. Gregory.

20th Anniversary: The Committee discussed several ideas to promote the 20th anniversary and highlight the work of the Community Foundation.

- “Surprise Squad” – A group of volunteers and/or donors could visit nonprofits in our area to award surprise small grants. The goal would be to demonstrate that it doesn’t take a lot of money to make a big impact. Donor Advised Funds could get involved as well as small grants awarded through CFMC events. Ms. Gennaro suggested the “chip” voting idea used by a retailer in Providence where customers were able to vote for a nonprofit with a chip each time they visited. Ms. Gregory suggested have a voting jar at CFMC for small grants, a new grant each month for example, and encouraging people to stop by office. Those who voted could also be invited to attend the surprise visit.
- The Committee discussed what types of events or announcements are “news worthy” for the local media and how to raise visibility. Ms. Daniels explained that from a “news point of view”, to grab the attention of the media, you need a different hook to get attention, or jump in on a hot topic.
- Ms. Gennaro suggested the Community Foundation visit organizations who were early grant recipients and find out what type of impact the grant had on their work. Success stories, like Epoch Arts and its “Breaking Silences” program could help show how small dollars over time can create a lasting impact in our communities. Ms. Gennaro suggested finding the first grant recipient to profile for the 20th Anniversary.
- Ms. Wadle suggested that with all the county fairs coming up (ctagfairs.org), they may provide an opportunity to offer some surprise small grants or create ways for attendees to vote on their favorite area nonprofit. The Committee discussed how it might work and how to execute the voting. The Committee did agree that because of the timeframe, it may not work for this year but might be something for future years.

\$20 for 20 Campaign: Ms. Talbott said state budget cuts are a real concern for nonprofits right now and there is concern about how some programs and services will continue with more cuts. She explained that staff had once again discussed the \$20 for 20 Campaign and thought this might be a way to

encourage our region to think locally and get involved in the grant making process while celebrating the 20th anniversary. A special Donation page can be created on our website where people can donate \$20 (or more) and the funds would be used for this grant making cycle, increasing the amount CFMC has to give away. Ms. Daniels suggested the campaign could be used to launch the 15 days of giving initiative, and it could be started earlier in November and end on or about the anniversary gala. The Committee suggested changing it to a 20 Days of Giving - "Give 20" - Campaign for the 20th anniversary. Ms. Gennaro said the emphasis should be that 100% of the gift is granted.

Other Business: Ms. Talbott updated the Committee on the Killingworth Community Fund and explained a press release will go out August 1st announcing CFMC's first Geographic Affiliate Fund. The Save the Date postcard for the Gala will be mailed by the end of the week. Ms. Talbott mentioned Wednesday's Super Cool Scientists Party with a Purpose event for the Sari A. Rosenbaum Fund for Women and Girls and invited everyone to join us. Ms. Talbott then shared some upcoming events and site visits scheduled.

Action Items:

- Committee: Develop simple call to action statements to promote the \$20 for 20 Campaign which can be used with the Days of Giving and the special Donation Fund page
- Staff: identify first or earliest grantees and grant information for a possible story feature.

The next regularly scheduled Committee meeting was confirmed for Monday, September 18, 2017 at the Community Foundation, 49 Main Street.

The meeting was adjourned at 9:51 a.m.

Respectfully submitted,

Thayer Talbott