

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

**To:** Marketing and Communications Committee

[Susan Daniels, Donna Lee Gennaro, James Gomes, Sarah Wadle, Deborah Moore [ex-officio], Cynthia Clegg, Thayer Talbott]

**From:** Greg Rainey and Brian Abely, Co-Chairs

**Agenda**

**Monday, January 22, 2018**

**8:30 a.m.**

**Community Foundation of Middlesex County  
49 Main Street, Middletown**

- A. Call To Order**
- B. Approval of Minutes of December 4, 2017 and September 18, 2017 (Attached)**
- C. 2018 Goals and Objective**
  - i. 2018 Marketing/Communications Plan with Paulson Daniels Overview**
  - ii. Donor “Thank You” Messaging**
- D. Other Business / Open Issues**
  - i. CFMC short video**
- E. Adjourn**

**Tentative 2018 Meeting Schedule:**

Monday, April 16

Monday, July 23

Monday, October 15

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

## **Community Foundation of Middlesex County**

### **Marketing & Communications Committee**

#### **Minutes of December 4, 2017**

**Present:** Greg Rainey (Co-Chair), Susan Daniels, Sarah Wadle (via telephone), Cynthia Clegg, Thayer Talbott

**Absent:** Brian Abely (Co-Chair), Donna Lee Gennaro, James Gomes

**Call to Order:** 8:33 am

**Minutes of September 18, 2017** were tabled due to a lack of a quorum.

**Video Short for CFMC Social Media and Website:** Ms. Talbott showed the draft video short developed by a Providence animator introduced to CFMC by Ms. Gennaro. The video can be used on the website, in social media campaigns, and as a general “visual” for the Community Foundation for messaging about the impact of giving. The Committee discussed different aspects of the video and suggested edits and alterations, including increasing the length to about 5 seconds; adding the second child dropping the money into the pail; enlarging the bush and the focus area icons so that they are more recognizable; removing a tree in the background; and adding the CFMC circle logo to the pail. It was agreed that a contract giving all intellectual rights to CFMC will be drafted for the animator to sign. The Community Foundation will also explore registering or service marking the video.

**2017 Wrap Up:** Ms. Clegg and Mr. Rainey thanked everyone for great work during 2017. This has been a very good year for the Community Foundation and awareness of CFMC has increased throughout the county. The columns in the local papers and the advertisements appear to be gaining traction and staff have heard from several people that they have enjoyed the columns. Ms. Clegg explained that the primary communication goal in 2018 will be to say “thank you” in as many ways possible without being cloying. She asked the Committee to consider ways this can be done, either by mail or electronically. Mr. Rainey stated that the messaging in all forms should continue to be consistent, on mission, and focused on grant making. He reminded the Committee that it is important to reassure the community that though there has been great growth in 2017, the Community Foundation is the same organization – focused on acting as a resource for donors; supporting programs and services in the fifteen (15) towns in Middlesex County; and ensuring everyone, of all ages and backgrounds, can be a part of the impact.

The Committee agreed more photos of “grants in action” would be helpful and if nonprofits can provide short video clips, these would be very useful in electronic messages. At the PR/Evaluation workshop in February, Ms. Talbott will explain this to the nonprofits and encourage them to send in short video “thank you’s” and “grant in action” presentations. These can also be used on the website and to help connect the dots with nonprofits and the community at large.

**Other Business:** Mr. Rainey reminded the Committee that the meeting schedule will be altered in 2018. The Committee will meet quarterly, rather than every other month. In preparation for this, Mr. Rainey developed a short survey for the Board of Directors to ensure the Committee is communicating frequently enough and working strategically. Feedback will be shared at the January meeting.

The next regularly scheduled Committee meeting was confirmed for Monday, January 22, 2018 at the Community Foundation, 49 Main Street.

The meeting was adjourned at 9:26 a.m.

Respectfully submitted,

Thayer Talbott

## **Community Foundation of Middlesex County**

### **Marketing & Communications Committee**

#### **Minutes of September 18, 2017**

**Present:** Brian Abely (Co-Chair), Greg Rainey (Co-Chair), James Gomes, Susan Daniels, Donna Lee Gennaro, Sarah Wadle (via telephone), Thayer Talbott

**Absent:** Diana Gregory, Cynthia Clegg

**Call to Order:** 8:33 am

**Minutes of July 24, 2017** were accepted on a motion by Ms. Daniels, seconded by Mr. Gomes.

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

- **\$20 for 20 Campaign:** The Committee agreed the Days of Giving would be a good platform to highlight a \$20 for 20 giving campaign to celebrate the 20<sup>th</sup> anniversary. The Days of Giving could include a single donation form in which individuals could either give generally or choose the focus area of their choice. The core goal to be emphasized in the messaging is that all gifts help meet the needs in the community as well as raising awareness about what the Community Foundation does within the community. The campaign can reiterate the message of everyone impacting "LOCAL." The Committee suggested using short explanations of grants over the last 20 years on each day to show how donors have made an impact in Middlesex County.
- The Committee discussed developing "visuals" to use both with the campaign idea and in general for communicating a call to action or "how to give" outreach message. Ms. Rainey suggested exploring the idea of a very short animated video showing a child placing a dollar bill in a bucket and sprouting grants. The Committee agreed that the video should have as broad use for CFMC as possible, and suggested making sure that it didn't actually refer to just the \$20 for 20 Campaign. The video could be used on social media when sharing news and initiating a call to action for donations. Ms. Gennaro and Mr. Gomes stated they know animators and will get information about what would be an appropriate length for the video as well as an estimate of what such a marketing item would cost.

**Other Business:** Ms. Talbott updated the Committee on the Animals: Respect and Friendship Fund's initiative to provide Wag'N O2 kits to every fire department in Middlesex County. She provided background about the kits and how the ARF Fund Grants Committee learned about them. The first presentations have been made at Old Saybrook and others are being scheduled. The ARF Fund is providing one kit per physical fire station, so if a community has two stations, they receive two kits. However, the call to action is to have enough kits so that every fire truck has a kit, enabling fire departments to be fully equipped for every emergency. This call to action can be with donations to ARF or through groups and individuals taking on the initiative themselves.

**Action Items:**

- Ms. Gennaro and Mr. Gomes will reach out to their animation company contacts for information about developing a short video.
- Staff: identify grantees and grant information for use on the Days of Giving campaign and prepare the campaign to include the \$20 for 20 campaign.

The next regularly scheduled Committee meeting was confirmed for Monday, November 13, 2017 at the Community Foundation, 49 Main Street.

The meeting was adjourned at 9:22 a.m.

Respectfully submitted,

Thayer Talbott

# Community Foundation of Middlesex County

## 2017- 2020 Strategic Plan

### **Our Mission**

Community Foundation of Middlesex County's mission is to improve the quality of life for the people of the County now and in the future by developing endowments, making grants that have impact, and assisting donors in meeting their philanthropic objectives.

The Strategic Planning Committee proposes the following Strategic Plan that focuses on a four-year period- 2017-2020.

**Move to Main Street.** The move to Main Street during the first year of the strategic plan will be the catalyst in the implementation of the strategic goals. The new facility will be a tremendous asset for the Community Foundation as it will be a visible sign, as we *Communicate and Celebrate*, that the Community Foundation of Middlesex County is a major philanthropic force in meeting the needs of all Middlesex County residents. All major events and initiatives will publicize the move to Main Street and consistently state that CFMC matches donors' wishes with county-wide needs.

**The Janvrin Bequest.** The generous eight-million dollar gift from Janvrin Trust will provide CFMC with an opportunity to become the leader in Middlesex County, and beyond, in preserving and improving the natural state of the environment. However, the implementation of the requirements of the bequest will present a variety of challenges. These may include extensive program additions, increased staffing, committee involvement, volunteer recruitment and expanded communication. Bequest funds will become available in 2018, but initial planning for combining the new funds with existing resources and establishing partnerships with groups having an interest in preserving the environment should begin in 2017.

### **STRATEGIC GOALS**

#### **Goal 1. Governance and Infrastructure**

- **Staffing.** If CFMC is to continue to accomplish its missions, staffing increases are necessary. Among the most important additions to the staff is a person that can coordinate the advancement of donor cultivation and development.

- **Organizational chart.** An organizational chart clearly defining the role of each position and impact that person will have on overall operation needs to be developed as precursor to responding to this organizational objective. The Personnel Committee, with guidance from the CEO, will be responsible for responding to this important planning priority.
- **Volunteer Leadership.** The Board and committee self-assessment are underway and are scheduled to be completed in 2017. Also, an essential component of strong governance is to develop clear mandates for committees, recruit board members with interest in assuming leadership positions, and establish a succession plan for board officers and committee chairs. Mentorship will be a necessary objective within this goal.
- **Advanced Bequest Planning.** A small leadership working group will be formed by January of 2017 to spearhead the planning for the first stages in meeting the requirements of the Janvrin Bequest. The group will report to the Governance Committee, (which will develop the charge) the Board Chair and submit recommendations through Governance to the Board.

#### Goal 2. **Building Partnerships.**

- CFMC's long term growth and success in achieving its mission will be influenced by its ability to build partnerships. Building new partnerships will enhance fund raising, strengthen grant making, make its operations efficient and ensure a quality service delivery. The Foundation must continue to build partnerships with individuals, (financial advisor, estate lawyers, etc.,) private and public foundations, service organizations and the business community.

#### Goal 3. **Study the Grant Making Process.**

- Grant making is a very fluid process. The needs of communities continue to change as they are impacted by the nature and magnitude of the problem. Public opinion and state funding can influence the perceived and real priorities within the county. Grant making must be nimble enough to respond to the changing priorities and donor interests. Therefore, grant making needs to be studied with the possible outcome being the reorganization of the grant making structure and process.

#### Goal 4. **Improve the Development Operation**

- Development is the life blood of increasing the funds for endowment growth, operations and grant making. The Development committee has

functioned well, but much of the fund raising has fallen on the shoulders of the CEO.

- As CFMC continues to grow in accomplishing its mission, instilling a fund raising culture throughout the organization will be vital in realizing this outcome. The addition of an experienced development professional who will set the agenda and guide the process of engaging all CFMC volunteers in building partnerships is an essential component in achieving fund raising success.
- This objective should be given a high priority and appear on the Development, Finance and Investment Committees agendas and reviewed by staff. It will ultimately need Board approval.

#### Goal 5. **Increase Visibility**

- Major strides have been made in increasing the Foundation's visibility during the 2014-2017. However, delivering the message that CFMC is a county wide philanthropic contributor needs to be a continuing strategic objective. The utilization of an effective marketing strategy is key to *Communicate and Celebrate* our culture of inclusiveness and flexibility in fulfilling our mission.

Approved by the Board of Directors:      December 13, 2016