

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

To: Marketing and Communications Committee

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

From: Greg Rainey and Brian Abely, Co-Chairs

Agenda

Monday, December 4, 2017

8:30 a.m.

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

- A. Call To Order**
- B. Approval of Minutes of September 18, 2017**
- C. 2017 Wrap Up**
- D. 2018 Goals and Objective**
- E. Other Business / Open Issues**
- F. Adjourn**

Tentative 2018 Meeting Schedule:

Monday, January 22

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 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.

20th Anniversary: The Committee discussed several ideas to promote the 20th 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 20th 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