

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

To: Marketing and Communications Committee

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

From: Greg Rainey and Brian Abely, Co-Chairs

Agenda

Monday, April 16, 2018

8:30 a.m.

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

- A. Call To Order**
- B. Approval of Minutes of January 22, 2018 (Attached)**
- C. 2018 Goals and Objective**
 - i. Telling CFMC Stories**
 - ii. Donor “Thank You” Campaign**
- D. Other Business / Open Issues**
 - i. CFMC short video**
 - ii. Grantee Thank You videos**
- E. Adjourn**

Tentative 2018 Meeting Schedule:

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
49 Main Street Middletown, CT
January 22, 2018 8:30AM**

Present: Greg Rainey (co-chair), Brian Abely (co-chair) James Gomes, Deborah Moore [ex-officio]
(8:49am Arrival) Cynthia Clegg, Thayer Talbott
Absent: Susan Daniels, Sarah Wadle, Donna Lee Gennaro

- A. Mr. Rainey called the meeting to order at 8:38AM
- B. **Minutes** of the December 4, 2017 and September 18, 2017 meeting were unanimously approved on a motion duly made and seconded.

C. 2018 Goals and Objective

2018 Marketing/Communications Plan with Paulson/Daniels Overview

The plan was distributed. The ad and column placements will continue in 2018 in the same media outlets with the additions of the River East Bulletin and the East Haddam/Haddam News. Research is being done to also place ads in the Durham newspaper. Discussion was held regarding the increase in advertising rates for the Hartford Courant, and the Committee agreed to not continue that advertising. The Middletown Press rates are high, however it is important to continue with visibility campaigns in Middletown. The Committee agreed to continue advertising for the time being and will revisit this item in the future. Ms. Clegg will be meeting with iCRV Radio to discuss how to proceed for 2018. Currently CFMC plans to continue its Feel Good Friday radio program and the PSA spots on iCRV. Events magazines often offers open column space when it is available and CFMC will continue to take advantage of these opportunities. Stories highlighting the initiatives and grant making of CFMC is the priority for 2018, and the Buddy Bench stories are an important component of this storytelling. These and other stories will be developed throughout the year. It has been suggested that CFMC would benefit from additional exposure in the Old Saybrook area. Currently columns and ads appear in the shoreline paper serving Old Saybrook as well as the Old Saybrook Events Magazine. CFMC has worked with organizations in Old Saybrook such as The Kate, the Old Saybrook Historical Society, the Shoreline Soup Kitchens & Pantries, and the Estuary Council of Seniors. To increase CFMC exposure in the community, a story template can be developed for the nonprofits to highlight the impact of grants in the community and increase visibility for both CFMC and the nonprofit. It was also suggested that CFMC explore partnerships with the Old Saybrook Chamber of Commerce which could also provide additional exposure to the business community. Staff will talk with Essex Printing about a special article/story in the next edition of the Old Saybrook Events magazine. The Development Committee will be contacted to discuss possible outreach opportunities in the Old Saybrook community.

Donor Thank You Message

This year a focus will be to say thank you to the donors to highlight the impact they are making. It is important to underscore that no matter the size of the gift, together donors are supporting nonprofits and addressing issues in all our towns. Personal thank you letters are done monthly

for donations received. It was suggested having notecards with a picture on the front showing one of the focus areas with a thank you on the inside. A review of grant making is currently being done. This will allow us to know where to begin. It was suggested an analysis be done by town, how many grants received, the dollar amount and the different target grants. It was also suggested to research if Old Saybrook may benefit from the anti-bullying campaign.

D. Other Business/Open Issues

Ms. Clegg will be attending an App for Good at Wesleyan.

CFMC Short Video

The draft cut of the short video was shown. The video will be loaded on the website, used on social media, and featured in the Enews. The Committee agreed that though the size of the video has constraints, if there is a way to enlarge the focus area icons in the bush, it may be easier to highlight the many ways CFMC is impacting our region. The Committee also suggested adding a tag line such as “a little goes a long way “or “give a little, grow a lot” as the title card to open the video so that it positions the video and helps to visually define the purpose. It was also suggested to include a line at the end of the video saying to contact the Foundation to learn more.

Adjournment

Upon a motion duly made and seconded the Marketing and Communications Committee unanimously VOTED to adjourn at 9:46am.

Respectfully submitted,

Kelley Frazier, Clerk

Meeting Schedule:

Monday April 16

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