

**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, July 23, 2018

8:30 a.m.

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

- A. Call To Order**
- B. Approval of Minutes of April 16, 2018 (Attached)**
- C. 2018 Goals and Objective**
 - i. Telling CFMC Stories**
 - ii. Donor “Thank You” Campaign**
- D. Volunteer Recruitment**
- E. Other Business / Open Issues**
 - i. Video page on website**
 - ii. iHeart Radio**
 - iii. Donor/Grantee video interviews**
- F. Adjourn**

Tentative 2018 Meeting Schedule:

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
April 16, 2018 8:30AM**

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

- A. Mr. Abely called the meeting to order at 8:32AM
- B. **Minutes** of the January 22, 2018 meeting were unanimously approved on a motion duly made and seconded, with two corrections: donor thank you notes are included in all acknowledgements; Ads are running in the Middletown Chronicle, not the Middletown Press.
- C. **2018 Goals and Objective**
 - i. **Telling CFMC Stories** Ms. Clegg explained that the Community Foundation is a nebulous concept until someone gets to know us, so telling stories is really important to educating the community. Staff is currently updating Fund stories to make them more engaging. The goal is to include a donor/fund story with every acknowledgement mailed. It is also important to write donor stories that can be used in media across the board (press, social media, community outreach collateral, etc). The goal is to push stories out in as many ways as possible to help raise the visibility of the Community Foundation. The Committee discussed the ways stories are currently used, particularly on the website, and how we can work with our nonprofit organizations to produce impact stories. The Committee discussed further the possibility of creating some type of template which could be distributed to nonprofits to aid in developing stories of impact. It is important to encourage the nonprofits to either provide stories which can be adapted to use in the Community Foundation materials and channels or provide the who/what/where/when so that stories can be created. Mr. Abely stated that the thank you video sent by REACT is a good template for nonprofits of how they can create short, story videos that CFMC can use. The Committee discussed developing a special landing page on the website where videos can be easily posted; this would encourage more nonprofits to create and submit videos for use. Staff will work with the website developer to create a video landing page which will be easily accessible from the main menu bar which appears on all pages on the website. Mr. Gomes offered to facilitate introductions with iHeart Radio. He explained that iHeart Radio might be interested in assisting in the launch and awareness of a video page highlighting CFMC grant impact through interviews and banner ads on the iHeart site. Mr. Gomes explained that what he likes most about the new CFMC video is that it is short and is a “teaser” which encourages people to click on the link and learn more. Mr. Abely suggested a page on the website which features the icons used in the CFMC video. The page could contain information that connects each icon with its focus area or category, highlighting how the Community Foundation supports that specific area of interest within the community. Ms. Gennaro asked if any donors would be willing to be video taped, a short interview, about why they choose to work with the Community Foundation. Ms. Clegg said that two or three come immediately to mind who would probably be willing to do a short “Why I support CFMC” video. Staff will work

on a list of possibly interviews. Mr. Abely asked if any of the organizations would know how to contact someone who participated in a program as a youth and might be able to speak to how that program, funded by CFMC, helped them. Staff can reach out to nonprofits and see if any have suggestions of former participants who could be interviewed.

D. Other Business/Open Issues/Action Items

Action Items:

- Mr. Gezo will talk with The Kate about developing a story regarding the grant impact of supporting Kate's Kids Camp. This could be developed into a general template for nonprofit organizations.
- Staff is working with Jason Otrin to develop a workshop for nonprofits about how to create easy videos. Staff will also talk with him about doing an interview video with certain Fund advisors to explain why they chose to work with CFMC.
- Mr. Gomes will approach iHeart Radio about mapping out a plan to help with CFMC's visibility through interviews.
- Staff will review past grantees and current donors to develop a list of interviews.

Adjournment

Upon a motion duly made and seconded the Marketing and Communications Committee unanimously VOTED to adjourn at 9:31 am.

Respectfully submitted,

Thayer Talbott

Meeting Schedule:

Monday, July 23

Monday, October 15