

**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, October 15, 2018
8:30 a.m.
Community Foundation of Middlesex County
49 Main Street, Middletown**

- A. Call To Order**
- B. Approval of Minutes of July 23, 2018 (Attached)**
- C. Paulson Daniels Update: 2018 Marketing and Public Relations**
- D. 2018 Goals and Objective – End of Year action items:**
 - i. 15 Days of Giving Campaign**
 - ii. End of Year Thank You**
- E. Other Business / Open Issues**
 - i. 2019 Goals and Objectives**
 - ii. Tentative 2019 Meeting Schedule**
- F. Adjourn**

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
July 23, 2018 8:30AM**

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

- A. Mr. Rainey called the meeting to order at 8:29 a.m.
- B. **Minutes** of the April 16, 2018 meeting were unanimously approved on a motion duly made by Ms. Moore and seconded by Ms. Daniels.

C. 2018 Goals and Objective

- i. **Telling CFMC Stories:** How many thank yous can we give? The Committee discussed how to continue telling our stories and be sure we are reaching different audiences. Developing a story bank of short news stories would be very helpful, particularly when responding to last minute requests due to space availability in publications. This would also be helpful in ensuring CFMC is proactive and submits a story for every Events Magazine edition. Stories can also be used as inserts with acknowledgements to help thank donors and show them the impact of their generosity.

It is important to be able to answer the questions “Who are we marketing to? What demographic are we trying to reach?” The Committee discussed initial demographic outreach of the Community Foundation and the breadth of the groups, ages, communities, and other factors which must be considered when crafting messages about the work of CFMC. The Committee agreed that initial outreach materials need to be useful across ages, communities, and other demographic markers. We want to create awareness about what the Community Foundation is about, what we do, and encourage participation from donors, nonprofits, and others. As donors and groups learn about CFMC and get involved, specific marketing outreach campaigns can be devised for narrower demographic groups to build specific relationships.

As a nonprofit, the Community Foundation is unique in what it can do. The Committee discussed how to differentiate CFMC and highlight our ability to help donors. However, it is important to remember that in broadening our reach, we should be sure to not lose sight of donors who make smaller donations, such as those who donate a dollar a day. Committee members encouraged one another to be sure to “like,” “friend,” and/or “follow” all the CFMC social media accounts (on the platforms individual members use for their personal profiles) and to encourage others to do the same. This will help broaden CFMC’s visibility and will reach new audiences as well as new nonprofits that may not already know of us.

- ii. **Donor “Thank You” Campaign**

The “Thank You” campaign needs to happen *with* donor stories because that helps to raise visibility and make the impactful connections between donors and grants. Paulson Daniels has

done a great job this year using our ads to focus on the “Thank You” campaign. The Committee brainstormed ideas of what physical plaques or items might be placed in communities to highlight CFMC and thank communities for living locally and giving locally. These thank you items could include bird houses or “wishing” wells where people could share their ideas, thank yous, and suggestions with their community. With any effort and outreach model CFMC develops, the Community Foundation’s full name must be included. Though many people are learning who we are, the Community Foundation is still unknown to many and the name and logo and acronym used together is important to making that connection.

D. Volunteer Recruitment

Mr. Rainey thanked all the Committee members for their work on behalf of the Community Foundation. He stated we are lucky to have a caring and committed group of people working on ways to increase the Community Foundation’s visibility. He reminded members that the CFMC Nominating Committee is always interested in people who would like to volunteer with CFMC. If anyone knows someone they think would be a benefit to this or other committees, please forward the name and contact information to Ms. Clegg.

E. Other Business / Open Issues

a. Video page on website

The Kate is working on a thank you video and this will be added to the video page when it is received. Ms. Talbott is loading the videos to the video page; there have been a few technical bumps, but these are being worked on. Ms. Talbott will put together information from Google Analytics about visits to our website.

b. iHeart Radio

Renee DiNino of iHeart Radio is the 2018 Chief Ambassador for the CFMC Campaign for Bully-Free Communities. She has taped four (4) community show segments in which she will be promoting the Community Foundation and the Campaign for Bully-Free Communities. To date, She taped a “June: Leave a Legacy” segment. She has taped interviews with Vista on cyber security and is preparing to tape a segment about the Rally in October and the Buddy Bench project. She is also doing a PSA with Donny Marshall to promote the Rally. Links to the segments will be posted in the News section of the CFMC websites.

c. Donor/Grantee video interviews

Honorary Recognition will be held on August 22. Ms. Clegg has called all recipients to ensure they are aware that they will be receiving an award and to invite them to the event personally. Due to the number of people being honored, the event will be scripted. Sarah Cody is emceeding the event.

F. Adjourn

There being no further business, upon a motion duly made and seconded, the Marketing & Communications Committee unanimously VOTED to adjourn at 9:31 am.

Respectfully submitted,

Thayer Talbott