



EVENTS & OUTREACH COMMITTEE

MINUTES

September 14, 2020

Via Zoom

MEMBERS PRESENT: Jordan Jessup, Marile Kunkel, Lyle Markhart

MEMBERS ABSENT: April Clayton, Kathy Coffman, Bryce Mackay, Neil Neroutsos

STAFF PRESENT: Nancy Barrett, Holly Bernard-Jones, Rachel Evey, Ellora La Shier

Meeting called to order at 12:05 pm.

Donor Gratitude Recording: Recording will be rescheduled to Monday, September 21 during board retreat.

1) CONSENT AGENDA

- A. July 2020 minutes approved by consent.

2) OLD BUSINESS

A. 2020-21 Fundraising Plan

- i. Scholarship Reception: Virtual event with in-person or tangible component such as drive-through pick up or mailing of foundation swag for scholarship recipients. Event will be marketed as live event. Video will be posted at a specific time in mid-to-late October. Student experience: mailed invitations, Visa gift card used for a meal during event, and formal scholarship certificate. Donor experience: mailed invitations and possible swag. Swag ideas: Knight water bottle, branded flags or pennants. Program: speakers include Rachel Evey, President Richardson, a donor, a student, and Distinguished Alumni recipient. Slideshow of scholarship recipients with their award names will conclude virtual event.
- ii. Fall Appeal: Fall appeal launched in late August. In September, mail piece distributed to donors and match fundraiser on Facebook launched. General donor gratitude video will be recorded as well as ones recognizing donors by name. Fall appeal will lead into year-end appeal which will include a broader list of donors, rather than targeted list for fall.

3) NEW BUSINESS

- A. Foundation Awards: Each year, the foundation presents a Distinguished Alumni award. Foundation has received two nominations. Group agreed to include recipient in Scholarship Recipient speaker line up. Group wants to extend deadline to end of week in hopes foundation receives more nominations. Group discussed posting on social media.

4) OTHER BUSINESS

- A. Report to the Full Board

Meeting adjourned at 12:37 pm.

Meeting minutes prepared by Holly Bernard-Jones.