

Marketing Committee Minutes July 23, 2018

Attendees: Ciara Dilley, Amy Fisch, Joe Kwasniewski, Karissa Payero, Chris Pye, Julie Souza, and Claire Steinberg

Carver Programming

- Marketing vehicles for programs with capped enrollment versus those with open-ended enrollment
 - Different populations of registrants
 - Heighten focus on program measurement
- We need to better track both program enrollment and outcomes as well as marketing measurements
- Discussed the lack of program awareness (e.g., Saturday Adventures)
- Which programs best deliver our mission and produce revenue?
- Metrics – balance between different populations of clients (programs vs. rentals)

Fiscal Year 2019 Marketing/Fundraising

- Overarching Theme: The Client Experience
 1. Attracting new clients and retaining donors
 2. Consistency in branding and messaging
 3. Development initiatives
- We will change our voice/messaging according to the audience it is presented to (donors, clients, volunteers, etc.)
- We must utilize storytelling and testimonials to compel our audience
 - E.g., The storytelling of how a client became naturalized Carver's Citizenship Program not only expands our donor database, but also attracts new clients
- We must target our 3 pillars (serving, educating, and empowering) to deliver a concise message to our donors
- How do we brighten futures for each stage of life?
- We need to condense the current FY 19 fundraising calendar as it is extensive
- Donor Segmentation Analysis
 - How do our donors want to experience Carver?
 - Create more opportunities for donor engagement such as volunteerism
 - This will encourage constituents to invite their peers to donate or engage
- The use of various mediums to capture our clients' stories
- Carver needs a style guide or template for all our materials
 - We may have Jill Singer create one or one of Ciara's contacts

- We will ask our partners, such as Pepsi, to aid with marketing resources
- During the first FY 19 board meeting, we will ask participants what they find to be the most compelling program at Carver
- We need to utilize simple, brief language in our messaging to retain and attract the attention of our audience
- Julie suggested that board members include personalized notes in solicitations to encourage their peers to donate
- Seek marketing inspiration from other successful nonprofit organizations, such as Charity Water

Marketing Staff

- Termination of former Marketing & Events Director, Jennifer Berman
- Board will revise the current job description for the Marketing & Events position
- We will consult Sevita for any potential candidates for marketing as well as search for prospective interns
- Amy suggested we post the job opportunity onto alumni job boards in addition to the website and Indeed