

Marketing Committee Meeting

August 29, 7PM

Attendees:

Ciara Dilley, Amy Fisch, Chris Pye, Julie Souza, Claire Steinberg, Joe Kwasniewski, Taryn Grimes-Herbert

- The committee reviewed the latest draft of the Marketing & Events Director position, and identified a couple changes.
- The committee discussed the timing of posting the Marketing & Events Director position announcement and agreed that it would be best to wait until a new CEO is hired in order to allow that person to modify the job description and/or identify candidates within that person's own network.
- Joe reviewed the marketing budget for FY19 with the committee.
 - o \$40k is budgeted for salaries and benefits as we would not expect to have a new Marketing & Events Director (with a \$60-70k annual salary) until November-December at the earliest.
 - o \$1500 is budgeted for training and development.
 - o \$20k is budgeted for expenses associated with the Student Dance; the corresponding revenue line is \$70k.
 - o \$3000 is budgeted for printing.
 - o Within Development, \$10k is budgeted for printing and \$5500 is budgeted for postage.
 - o As such, we can consider \$13k in printing and \$5500 in postage earmarked for the annual appeal, a holiday card, and a second solicitation in the spring.
- Joe informed the committee that Jill Singer, a graphic designer who has been working with Carver on creating a design template for flyers, etc. provided a quote of \$4k for annual appeal support including content & messaging and design.
- The committee reviewed the annual appeal documents from last year and concluded that these documents were high quality and do not require a full rework this year. The committee agreed that we can use the same format and change photos, certain written content and possibly colors.
- The group also recommended including a line in the remittance card for donors to opt in to electronic solicitation (e.g. "Help Carver Go Green").
- Joe will manage a first iteration of the updated annual appeal materials and then share with the committee via email.
- The committee recommended focusing resources on analyzing our response rates so that we can identify the most appropriate channel/s for solicitation for different donors.

- The committee brainstormed the most appropriate and effective ways of spreading the word for Carver's December 2 Community Event.
- The committee agreed that Carver clients should be the targeted audience for the event, but that the event will be welcome to any members of the community. The committee agreed that it is unrealistic to expect that we can get RSVPs for this event. Further, Joe explained that there are constraints on the number of people the building can hold from a safety perspective, but we would likely not run into problems if we focus on inviting Carver clients.
- Julie offered to put together a first draft of a flyer that could be sent home with students in the After School Program, for example.
- The committee also discussed a number of other channels that could be used to market the event including the local commissions/ government websites, the library, etc. Taryn offered to put together a list of these links/channels, which we can then cull down for the purposes of this event.
- In addition, a blurb could be written on the celebratory event and submitted to local newspapers/ channels accessed by the community.
- The committee agreed that asking a volunteer/s to photograph or take video at the event will be helpful in developing Carver's promotional materials. Taryn recommended reaching out to the high school's Film & TV Club. It would also be possible to use a photobooth or create a selfie station at the event, where kids make the backdrop.
- Joe noted that applications for potential event sponsorship from TD Bank and Whole Foods have been submitted.
- The committee discussed the strategy to promote the new Carver Scholars with the objective of raising awareness for the program and identifying additional funding. Ciara noted that it will be important to consider the timing of the PR so as to avoid confusing the messaging.
- The committee agreed that it would be helpful to have a press list. Claire and Karissa can work together to make sure the existing press list is complete.
- Claire shared the committee chair role description with the committee and asked committee members to consider volunteering for this position. Amy volunteered to support the committee as chair.
- The committee identified two future meeting dates:
 - o Tuesday, October 2nd, 7pm
 - o Tuesday, November 27th, 7pm