

## Marketing Committee Meeting

October 2<sup>nd</sup>, 2018 7PM

Attendees: Chris Pye, Claire Steinberg, Joe Kwasniewski, Amy Fisch, Karissa Payero, Leanne Tormey

- Claire and Joe provided the new CEO and Chief Advancement Officer search update:
  - o Anne Bradner will start as CEO on Tuesday, Oct 9th
  - o Joe will be working closely with Anne on the transition and integration
  - o It was noted that Anne may choose to have the Marketing & Events Director position report directly to the CEO (as opposed to the Chief Advancement Officer, as was the case previously)
  - o The executive search committee is conducting 2nd round interviews for the Chief Advancement Executive position on Oct 4th
  
- The committee reviewed the key marketing priorities through December:
  - o Template design/style guide (immediate needs have been met)
  - o The committee reviewed the final version of the annual appeal materials
  - o The website and social apps should support annual appeal in tandem with the mailing of the annual appeal
  - o The committee suggested more online posts around the time the annual appeal goes out to the mailboxes
  - o The committee briefly discussed more emphasis and usage on LinkedIn
  - o The committee discussed goal tracking and measurement for the annual appeal this year.
    - Joe mentioned that e-Tapestry data has not been used to its full potential.
    - 6,000 mailings last year yielded 431 transactions
  - o Carver Community Celebration on Dec 2<sup>nd</sup>
    - Julie Souza created a flyer which can be distributed to market the event to Carver clients
    - The committee suggested robocalls (1 week prior) and a mention in the CAP newsletter in the first week of November
  
- The committee discussed how to most effectively communicate and welcome new CEO:

- Can we get an article be written in the Rye Record?
- Karissa has a PR list that can be leveraged
- The committee suggests a working committee meeting including Anne regarding communications. Joe agreed to schedule this meeting.
- Claire will e-introduce Anne to the board on or before her start date
- Anne has already given some thought to marketing approaches, including a press release and meet and greet situations with the board and community
  - Meet and greet situations to be made known to the board to use her time efficiently
  - Suggest some dates/times perhaps 3-4 weeks into her tenure