



SCOAR Marketing & Fundraising for Events & Scholarships Action Team Meeting Agenda

February 1, 2022 10:00 am – 12:00pm

- 1) SCOAR's Value Proposition, Messaging, and Differentiation
 - a. Present final version
- 2) SCOAR's Membership Brochure
 - a. Present final concepts
- 3) Attract and engaging owners
 - a. Review Target List and assign "accounts"
- 4) Market and promoting SCOAR to new members
 - a. Review marketing concepts
 - b. Discuss LinkedIn strategy
- 5) Fundraising Ideas
- 6) Scholarship and grant opportunities
 - a. Workforce Committee Update
 - b. Promoting scholarships
- 7) Committee Members and Succession Planning
- 8) What else?