



MARKETING & FUNDRAISING FOR EVENTS & SCHOLARSHIPS

MEETING MINUTES

October 6, 2020 Marriott- Savannah, GA

1. Discussion on the new action team's mission, goals and objectives.
 - a. Market SCOAR and identify new members
 - b. Fundraising and developing innovative ways to have networking events to raise money
 - c. Evaluate scholarship and grant opportunities for SCOAR involvement
 - i. Company, organization, schools
 - d. Develop better communication and methods for the promotion of scholarships.

2. Discussed task group members and potential members.

3. Market SCOAR and identify new members
 - a. Market SCOAR
 - i. Develop SCOAR value proposition, "tell the SCOAR story," testimonials from members, messaging and communication talking points
 - ii. Continue to buildout content on the new SCOAR website
 - iii. Utilize social media, mainly LinkedIn (SCOAR LinkedIn page and group)
 - iv. Develop a SCOAR membership benefits tools: flyer, video, social graphics, email tool.
 - v. Develop a target list of potential owner members. Look at CURT member list and other owner groups. Assign target list to SCOAR members. Invite owners with a "sponsor."
 - vi. Host meetings in different location adjacent to area with owner concentrations.

- vii. Offer short virtual meetings for owners and provide high value content.
- viii. Identify contractors and owners that can bring more diversity to SCOAR.
- ix. Ask SCOAR members for referrals and discuss incentive program.
- b. Current Owner Member Engagement: How do we get more engagement from current owner members?
 - i. Conduct interviews/survey with current SCOAR owner members to understand why they are members and the value they receive.
 - ii. Engage more members per company.
 - iii. Offer themed topics that appeal to different levels.
 - iv. Offer programs that appeal to younger members (Young Professionals/Emerging Leaders example).

4. Fundraising

- a. Specific fundraising theme (specific scholarships, programs, schools). Similar to a campaign or drive.
- b. Ideas: Company foundations, employee matching programs, Giving Day, Raffle, Challenge events (Ice Bucket Challenge, No Shave November), virtual "challenge" or "race."
- c. Company programs- ask each SCOAR member about their company donation programs.
- d. Pursue key programs through Home Depot and Lowes Workforce programs
- e. Set-up annual or 5-year commitments levels for companies.
- f. Develop specific targets.

5. Evaluate scholarship and grant opportunities for SCOAR involvement

- a. Develop process for identifying needs.
- b. Assess opportunities through SCOAR member company initiatives (matching programs), organizations, schools (matching/trigger programs), named scholarships.
- c. Develop a "scholarship/grant" program with tiers/levels and values.

- d. Develop marketing materials: Sell sheet that has specifics, profiles of existing efforts.
 - e. Develop Scholarship and Grant "levels"
 - f. Work with NCCER, Skills USA, ABC, AGC, local Economic Development groups and others.
 - g. Have joint meeting with Workforce Development Committee
6. Scholarships and grants promotion and communication
- a. Discussed Current Schools with Training Grants
 - i. Florida (2019, Manatee Technical Institute), Georgia (2019, Bremen High School) and Tennessee (2020, Northeast State Community College/RCAM)
 - ii. South Carolina (2020, Daniel Morgan Technology Institute)
 - iii. Identify schools in North Carolina, Texas and Virginia
 - b. Develop profiles of schools, mission, successes, infographics, and testimonials to tell the story and impact SCOAR is having.
 - c. List current programs on SCOAR website.
 - d. Share the story about our involvement and impact. Request updates from each school 2 times per year. Feature students, faculty, companies, etc.
 - e. Amplify promotion of SCOAR company donations, scholarship recipients
 - f. Market to company human resource departments.
 - g. Write articles and do PR about SCOAR efforts and impact.
 - h. Have joint meeting with Workforce Development Committee
7. Adjourn