



## **MARKETING & FUNDRAISING FOR EVENTS & SCHOLARSHIPS**

### **MEETING MINUTES**

January 26, 2021 Marriott- Long Boat Key, FL

1. Reviewed the action team's mission, goals and objectives.
  - a. Promote and SCOAR to attract new members
  - b. Fundraising and developing innovative ways to have networking events to raise money
  - c. Identify and evaluate scholarship and grant opportunities
  - d. Develop strategists and tactics to promote of scholarships.
  
2. Market SCOAR and identify new members
  - a. Market SCOAR
    - i. Develop and promote SCOAR's value proposition and messaging to explain the benefits and history.
    - ii. Leverage SCOAR's LinkedIn page. New graphics and a content plan.
    - iii. Produce a SCOAR membership collateral. flyer, video, social graphics, email tool, and case histories.
    - iv. Develop case histories of derived member value (Business opportunities, networking, relationships, lessons learned, workforce, etc.)
    - 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. Focus on owner member growth by getting stories from existing owner members to develop messaging.
    - vii. Develop a new member sponsor/ambassador program
    - viii. Promote TOPS Safety Program winners
  - b. Engaging Owners: How do we get more engagement from current owner members?

- i. Conduct interviews/survey with current SCOAR owner members. Testimonial interviews.
- ii. Develop a list of target owners and identify specific people we can get involved. Target geographic region near Chattanooga for May meeting.
- iii. How can we appeal to younger members? (Young Professionals/Emerging Leaders example).
- iv. Facilitate more owner/vendor engagement. Speed networking.
- v. Record session at Conferences and make available online. Create virtual meetings. Make available in the Presentation Library.
- vi. Promote new members.

### 3. Fundraising

- a. Establish fundraising teams with a goal. (Regional, industry segments, etc.)
- b. Set fundraising goals. Develop campaigns or drives. Need a "Captain" for teams. Provide incentives. Possible engage DeWalt to provide prizes to members who raise the most money. Discuss at May meeting.
- c. Identify employer match programs. Develop a flyer with the "ask."
- d. Set-up annual or 5-year commitments levels for companies.

### 4. Evaluate scholarship and grant opportunities for SCOAR involvement

- a. Work with Steve and Debbie to get an "inventory" of what SCOAR is doing now. Scholarships, schools, programs, etc.
- b. Work with Workforce Committee to build a process for identifying needs.
- c. Develop a "scholarship/grant" program with tiers/levels and values.
- d. Electronic marketing materials: Details, profiles of existing efforts, schools supported, scholarship winners.
- e. Engage other groups aligned with SCOAR
- f. Have joint meeting with Workforce Development Committee

- g. Discuss diversity, Equity and Inclusion opportunities
  - h. Discuss sustainability and renewable energy focus
5. Scholarships and grants promotion and communication
- a. Tell the story about SCOAR involvement and impact. Engage existing programs to share information.
  - b. Opportunity for owner engagement. Identify local programs near owners to encourage their support (time, talent, treasure)
  - c. Create profiles of schools, mission, successes, infographics, and testimonials to tell the story and impact SCOAR is having.
  - d. List current programs on SCOAR website.
  - e. Market to company human resource departments.
  - f. Have joint meeting/call with Workforce Development Committee
6. Adjourn