



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

September 28, 2021 10:00 am – 12:00pm

- 1) SCOAR's Value Proposition, Messaging, and Differentiation
 - a. Review drafts and finalize
- 2) Attract and engaging owners
 - a. Review target List
- 3) Market and promoting SCOAR to new members
 - a. Review marketing concepts
 - b. Discuss LinkedIn strategy
- 4) Fundraising Ideas
- 5) Scholarship and grant opportunities
 - a. Workforce Committee Update
 - b. Promoting scholarships
- 6) What else?