



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

### **MEETING MINUTES**

May 17, 2021- Chattanooga, TN

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- Discussed strategies to market.
    - i. Create SCOAR's value proposition and messaging to explain the benefits and history. Provide to Committee prior to or at the Charlotte meeting.
    - ii. Utilize SCOAR's LinkedIn page with new graphics.
    - iii. Develop a plan for updating the SCOAR membership materials.
    - iv. Develop case histories of member value
    - v. Build target list of potential owner members and assign targets.
  - b. Engaging Owners
    - i. Discussed Owner engagement. Recommendation was to do a survey of existing owners, get testimonials and tell their story.
    - ii. Target owners and identify specific people we can get involved. Identify key SCOAR members and "assign" them as a key contact to invite.

- iii. Encourage owners to invite other owners and bring more people from their organization to the meetings.
  - iv. Record session at Conferences and make available on the SCOAR website. Create virtual meetings.
- 3. Evaluate scholarship and grant opportunities for SCOAR involvement
  - a. Develop an "inventory" of current SCOAR Scholarships, schools, programs, etc.
  - b. Invite Debbie or another Workforce Committee Member to Charlotte Meeting to give an update on efforts.
  - c. Develop a "scholarship/grant" program with tiers/levels and values.
  - d. Develop marketing materials: Details, profiles of existing efforts, schools supported, scholarship winners (need list from WFD or Steve/Diane).
- 4. Scholarships and grants promotion and communication
  - a. Tell the story about SCOAR involvement and impact. Engage existing programs to share information.
  - b. Align with owners and their programs. Identify local programs near owners to encourage their support
  - c. List current programs on SCOAR website.
- 5. Fundraising
  - a. Establish fundraising teams with a goal. (Regional, industry segments, etc.)
  - b. Identify employer match programs. Develop a flyer with the "ask."
- 6. Adjourn