



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

May 15, 2023

- 1) Committee Members and Chairman introductions
- 2) Review and Approve Minutes
- 3) Committee Purpose
- 4) SCOAR's Value Proposition, Messaging, and Differentiation
- 5) Social Media
 - a. Host ownership of accounts
 - b. Posting strategy and plans
 - c. Graphics
 - d. Discuss LinkedIn strategy
 - e. Develop content ideas and plans
- 6) Market and promoting SCOAR to new members
- 7) SCOAR's Marketing Material /Membership/Recruiting Brochure
- 8) Website
- 9) Membership Drive
 - a. Attract and engaging owners
 - b. Review Target List and assign "accounts"
 - c. How to get engaged?
- 10) Fundraising Ideas
 - a. Idea generation
- 11) Scholarship and grant opportunities
 - a. Workforce Committee Update
 - b. Promoting scholarships
- 12) What else?