



MARKETING & FUNDRAISING FOR EVENTS & SCHOLARSHIPS

MEETING MINUTES

January 2022- Point Clear, AL

Chairman Brian Gallagher welcomed the Committee members and guests. He reviewed SCOAR's Anti-Trust Policy and COVID 19 precautions. Gallagher discussed the purpose of the Committee and priorities.

This included the action team's mission, goals and objectives which include: promote and SCOAR to attract new members; fundraising and developing innovative ways to have networking events to raise money; identify and evaluate scholarship and grant opportunities; develop strategists and tactics to promote of scholarships.

The first item of discussion was the Gallagher discussed SCOAR value proposition and messaging. The document was reviewed, and feedback was provided. Gallagher agreed to have an amended document for the May 2022 meeting in Long Boat Key.

Concepts designed by Ben Cox Designs for the SCOAR Membership Brochure were shared. Each table was given time to review and discuss the brochure and feedback was shared and discussed. Key points were summarized, and Gallagher committed to producing a "final" brochure by the May meeting. Brian Gallagher agreed to identify a few graphic designers that can help with the design. Goal is to finalize and publish the brochure before Winter Meeting in Alabama.

The Committee discussed social media efforts, primarily LinkedIn group. The Committee discussed new group header graphics, regular posts and sharing news.

The Committee continues to discuss new member recruitment strategies. Unfortunately, there were no owners present for this meeting. During the May meeting, there will be a breakout session to discuss strategies and targets.

The Committee discussed opportunities to work with the Workforce Development Committee to promote workforce activities and efforts. We discussed evaluating scholarship and grant opportunities for SCOAR involvement.

Opportunities for alternative fundraising and member engagement physical and virtual events were discussed.

Adjournment