



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

May 23, 2022 3:00 pm – 5:00pm

- 1) SCOAR's Value Proposition, Messaging, and Differentiation
- 2) SCOAR's Membership Brochure
- 3) Market and promoting SCOAR to new members
 - a. Discuss LinkedIn strategy
 - b. Graphics
- 4) Attract and engaging owners
 - a. Review Target List and assign "accounts"
 - b. Who else?
 - c. How to get engaged?
 - d. What do we need?
- 5) Fundraising Ideas
 - a. Subcommittee- idea generation
- 6) Scholarship and grant opportunities
 - a. Workforce Committee Update
 - b. Promoting scholarships
- 7) Committee Members and Succession Planning
- 8) What else?