

Advancement Committee Meeting Notes

July 10, 2023

Present: Gail Crooks, Jan Selbo, Ellen Phipps, Caroline Smeltz

Discussion:

Caroline presented the staff-developed Outreach Plan with the revisions made since discussion at April committee meeting. Challenges noted included intentional strategies around multiple outreach activities not being in place before, so building plan from the ground level. Caroline proposed the Outreach Plan be structured as an appendix to the Development Plan or Fundraising Plan. Some discussion around the discussions of last fall and input given by committee into Aging Together strategic plan to expand purpose of development plan to include community awareness and identify resources and if that was too broad a document. Support expressed for the staff work completed and for structuring Outreach Plan as an appendix or action plan of a broader Development Plan

Consensus was reached on following:

Outreach Plan remains a focus of Advancement Committee

The Outreach Plan is:

- 1 year plan
- Purpose: increase awareness of Aging Together as a vital contributor of information, resources and programs that support, engage, and value older adults.
- Responsibility for plan – Staff plan developed; Advancement Committee feedback and affirming direction being taken by staff
- Utilization of plan: Provides framework for staff work during the year; assists committee in building development plan

Jan recommended the Outreach plan have an update section for report out on successes, future challenges, etc. Noted herself/committee and maybe staff did not have a good grasp on proportion of funds generated by donor types (corporate, grant, individuals). Ellen suggested a pie chart as utilized in annual report which was confirmed. Also noted was need to set goals for at least some of the Outreach plan outputs; example given of x # of social media hits.

Further discussion on Outreach Plan included extended discussion on Target Audience, minor edits suggested to reflect further segmentation of audiences.

Gail to provide Caroline additional questions, primarily around Outcome measurement and how that will occur [not complete as of 8/4]. Caroline can do reply to all Advancement Committee to keep full committee informed.

Jan inquired about availability of Financial Report; Gail to send after meeting; future Advancement Committee meetings will include time (suggested 10 min) for review of financial reports received since last meeting of committee.

Agreement that future meeting include discussion on fiscal procedure document; it was observed the draft provided by Ellen earlier in year may be a bit more than AT needs. Consensus that there was not a need for an interim meeting before next regular meeting of Committee in September. Ellen reminded all next meeting of full Board was August 11.