**Community Engagement Committee**

**1/21/15**

In attendance: Scott, Kathy, Kelly, Mike, Cassandra, Judy

Corporate giving MVP Healthcare – online application form

* Corporate sponsorship & community support – wellness, fitness, healthy lifestyles

Hoosie Martin Foundation –

* By invitation only; up to $3,500 – completed and submitted.

Meeting times/day: 1st Tuesday of each month @ 8:00 AM (no meeting in February\_

Next meeting - March 3rd @ 8:00 AM

Discussion:

If we had a sponsor, what would we want to do/offer?

If EAP – partner with an agency/program?

How many families could we support for X $200/year?

Sponsorship around an interest/love/passion of something.

What we’re doing: Transforming lives in these 3 areas: mental health, substance use, behavioral issues.

5% of our budget we want to raise = $100,000

* $40,000 events
* $60,000 donors/sponsors/investors – Community Engagement Committee will help open doors; cultivate donors; how do you/can you help the board to produce investors?

Name a room; name a program; - how do we make this partnership with the goal of engagement, not just giving a check.

What’s meaningful for the donor/investor? Simply ask them.

Everyone will get the scorecard as it’s important to know that they’ve made an investment that continued to grow.

Indium donation. More diagnostics; cultivation.

List with potential donors.

Board to focus on the corporate list of donors; how can we get on the businesses’ giving calendar? Individuals to be approached for Giving Tuesday campaign, other smaller campaigns. Board members can be the ambassadors for the campaigns. In 2015 cultivate two significant donors - $10,000 - $20,000 total; $80,000 - $90,000 sponsors/events.

EAP companies to be targeted.

Theme around core values – mission w/regard to corporate giving. What community work does your company do? When is a good time to ask?

Cassandra will reach out to Dan Adams again.

Committee Structure/Purpose:

* Keep it out of the weeds
* Here’s how you (board) can help…
* Board level – impact; CFLR transforms lives for those who need it most.
* Why are you here? Passion?
* Impact – and then how can you (board) advocate for the cause? (using the Giving Tuesday ‘type’ format). Cassandra will update the format of the piece. Cassandra will send it to Mike – Mike’s thinking 5 bullet pieces.
* 85% of the $ invested goes to programs/how do you want to hear the AOH/cost stated?

Work plan goals:

* Cultivate donors
  + Develop the corporate sponsorships with the agency needs.
  + Aligning needs/wishes/core values
* Here’s the one-pager, how will you/do you champion the cause? Outline this for the February board meeting.

April Breakfast:

* We (Cassandra and Judy) will send out the past breakfast sponsor list. Cassandra/Judy will ask them; Kathy will ask Colonial **Insurance**for a sponsorship as she’s meeting with them tomorrow. $750 will be the minimum ask. We’ll give the list of what they gave 2014 and 2013. If anyone wants to ask they can, but otherwise Cassandra/Judy will.
* How do we cultivate the relationship?

For the next board meeting:

Introduce Impact concept; purpose of the Community Engagement Committee; giving goals – spell them out; call the action to the board: give a date (1 week out) and 2 names/contact information of donors. Send this to Mike.

March meeting: what feedback did we get from the board? How do we create a dual champion role?

Board members at the breakfast; engage 10 people around the 5 bullet points.