MINUTES

Community Engagement and Governance Meeting In Preparation for 2015 CFLR Board Retreat

May 05, 2015; 8:00 AM

# In Attendance:

Cassandra S, Mike L, Scott M, Kevin B, Paul H, John H, Dave T, and Kathy S.

# Objective for the 2015 CFLR Board Retreat:

It’s More Than Just Getting Money

# Impact for Impact:

How do we ***cultivate*** an Investor & Partner VS. only making money?

Opening the door vs. knowing all of the programs that CFLR has to offer.

For Impact Overview: What is each Board Member’s Personal Story? What brought you to CFLR?

# Fundraising Goals

What is each Board Member’s Short Term Goal? What are the Long Term Goals?

# The Ideal Investor:

There are two (2) Buckets ~ Individual and Corporate. How do we identify who the ideal investor is? Who Shares that passion vs. how much money they can give?

EAP List – Who are the Top 30? Who do we know?

# How do we look?

How is CFLR viewed in the Community?

## Clinical Only vs. Preventive Services (Transforming Lives through Recovery)

What are the Commonalities of Recovery?

How do we define Recovery?

Common Goal

Public Relations

Public Perception and Community Mindset

# Emotional Appeal and Education; Garnering Support

Veterans

Alarming Statistics with Substance Abuse and Mental Health Issues

New Campaign focusing on Vets/Website