

CASA ACADEMY

Fundraising/Marketing

Date and Time

Wednesday October 20, 2021 at 12:30 PM MST

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/83013518219?pwd=MDJ1cTF0My9aUEZlWUk43bVlVnNkZQQT09>

Meeting ID: 830 1351 8219

Passcode: D0BJ2C

One tap mobile

+13462487799,,83013518219#,,,,*452830# US (Houston)

+16699006833,,83013518219#,,,,*452830# US (San Jose)

Dial by your location

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

Meeting ID: 830 1351 8219

Passcode: 452830

Find your local number: <https://us02web.zoom.us/j/83013518219>

CASA Academy Board and committee meetings will take place via conference call, Zoom, or in person. Per A.R.S. § 38-431.02, notice of meetings for CASA Academy and any of its committees will be posted on this website. Notices will also be posted in the main office of CASA Academy (8123 N 35th Ave. Suite B-2 Phoenix, AZ 85051) which is open from 8:00 a.m. to 4:30 p.m., Monday-Friday.

Agenda

	Purpose	Presenter	Time
I. Opening Items			12:30 PM
A. Record Attendance			1 m
B. Call the Meeting to Order			
C. Approve Minutes	Approve Minutes	Steven Brown	1 m
Approve minutes for Marketing Committee on May 12, 2021			
II. Fundraising/Marketing			12:32 PM
A. Social Media Metrics - Monthly Recap	Discuss	Jesus Picon	10 m

	Purpose	Presenter	Time
Jesus to give monthly social media performance update			
B. Discuss marketing campaign to raise tax credits by EOY and/or EOY giving	Discuss	Tacey Clayton Cundy	15 m
C. Annual Event Discussion	Discuss	Tacey Clayton Cundy	20 m

- Discussion/feedback on logo draft.
- Brainstorm on event.

III. Establish action items for next meeting **1:17 PM**

A. Discuss Action Items	Discuss	Steven Brown	5 m
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Committee will discuss any possible action items from meeting and assign items accordingly.

IV. Closing Items **1:22 PM**

A. Adjourn Meeting	Vote		
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