

# CASA ACADEMY

## Fundraising/Marketing

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### Date and Time

Wednesday November 17, 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>

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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.

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### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>12:30 PM</b>
<b>A.</b> Record Attendance			1 m
<b>B.</b> Call the Meeting to Order			
<b>C.</b> Approve Minutes	Approve Minutes	Mark Tucker	1 m
Approve minutes for Fundraising/Marketing on October 20, 2021			
<b>II. Fundraising/Marketing</b>			<b>12:32 PM</b>
<b>A.</b> Vistaprint Mailers Review	Discuss	Jesus Picon	10 m

	Purpose	Presenter	Time
Jesus to present information on Vistaprint Mailers option.			
<b>B. Google Ads/Pricing Updates</b>	Discuss	Tacey Clayton Cundy	5 m
Jesus to provide update on Google Ads/Pricing Updates			
<b>C. Discuss updates on CRM System</b>	Discuss	Kody Holmes	15 m
<b>D. Annual Event Discussion</b>	Discuss	Tacey Clayton Cundy	20 m
<b>E. Strategic Planning</b>		Mark Tucker	10 m
To discuss strategic planning session and review directions and target items for this committee.			

### III. Establish action items for next meeting

**1:32 PM**

<b>A. Discuss Action Items</b>	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

**1:37 PM**

<b>A. Adjourn Meeting</b>	Vote		
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