

APPROVED

# CASA ACADEMY

## Minutes

### Marketing Committee Meeting

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#### **Date and Time**

Tuesday October 6, 2020 at 12:00 PM

#### **Location**

Join Zoom Meeting

<https://us02web.zoom.us/j/87307717834?pwd=dHU0c1BHbGt5YmQySktHV3lIWnVVZz09>

Meeting ID: 873 0771 7834

Passcode: 014803

One tap mobile

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Meeting ID: 873 0771 7834

Find your local number: <https://us02web.zoom.us/u/kr22zPLCg>

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Due to COVID-19, all CASA Academy Board and committee meetings will take place via Zoom or conference call for the time being. Zoom/conference call information will be posted in the location section of the meeting notice/agenda. 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 front office of CASA Academy (8123 N 35th Ave. Suite B-2, Phoenix, AZ 85051), which is open from 8:00 am to 4:00 pm, Monday through Friday.

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#### **Committee Members Present**

D. Brown (remote), K. Holmes (remote), M. Tucker (remote), S. Brown (remote), T. Clayton Cundy (remote)

#### **Committee Members Absent**

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J. Norris

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## **I. Opening Items**

### **A. Record Attendance**

### **B. Call the Meeting to Order**

S. Brown called a meeting of the Fundraising/Marketing Committee of CASA ACADEMY to order on Tuesday Oct 6, 2020 at 12:03 PM.

### **C. Approve Minutes**

D. Brown made a motion to approve the minutes from Marketing Committee Meeting on 09-08-20.

K. Holmes seconded the motion.

The committee **VOTED** to approve the motion.

## **II. Fundraising/Marketing**

### **A. Updates regarding website and social media**

- Discussed adding donation link to social media handles
- Wordpress is the website platform
- Jesus has Wordpress knowledge.
- CASA will not be changing host, we will just have ability to add content more quickly

### **B. Review Marketing Plan**

Jesus Marketing Plan

- Jesus walked committee through the plan by each section.
- Discussed social media and target markets
- Discussed donor relationship management
- Drilled down into SWOT analysis to better understand Marketing Teams perspective.

### **C. Overview of Current Fundraising Campaign**

Tacey discussed the current playground fundraising campaign on social media. Fundraiser designed to show what items were purchased based on donations.

## **III. Other Business**

### **A. Continue discussion regarding annual event.**

Current plan is to move forward with planning a hybrid fundraising event.

- Jesus to research best streaming solution for event.
- Kody to research possible venues.
- Will recommend tentative date of 3/26 for annual event.

#### **IV. Closing Items**

##### **A. Adjourn Meeting**

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 1:00 PM.

Respectfully Submitted,  
S. Brown