

APPROVED

CASA ACADEMY

Minutes

Marketing Committee Meeting

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

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.

Committee Members Present

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

Committee Members Absent

J. Norris

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